Vogue SUMMER DIRECTORY

Where to Go
What to Wear
What to Do
What to Pay

ADVANCE RETAIL TRADE EDITION

see section facing page 104

JUNE 1, 1941
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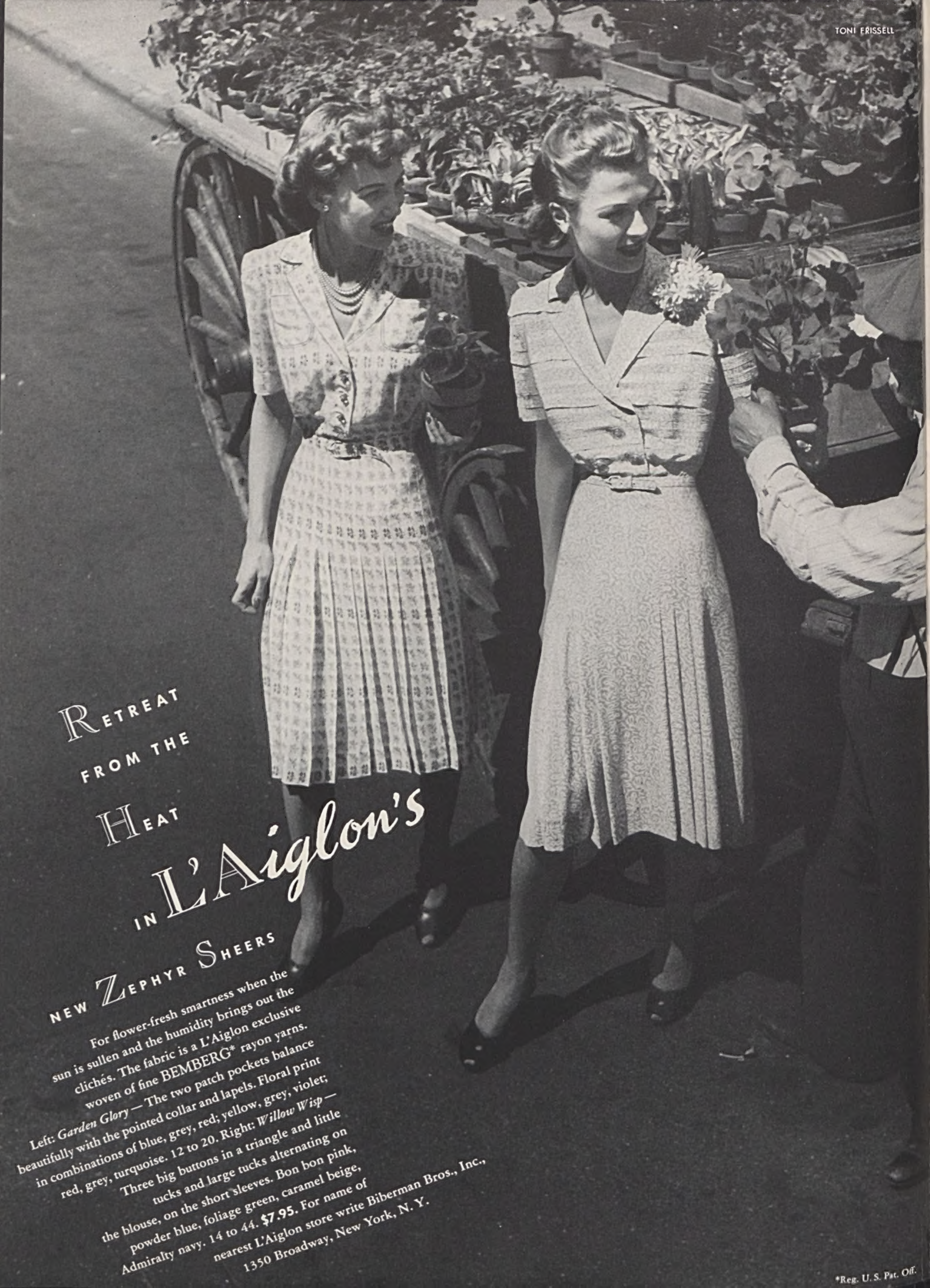
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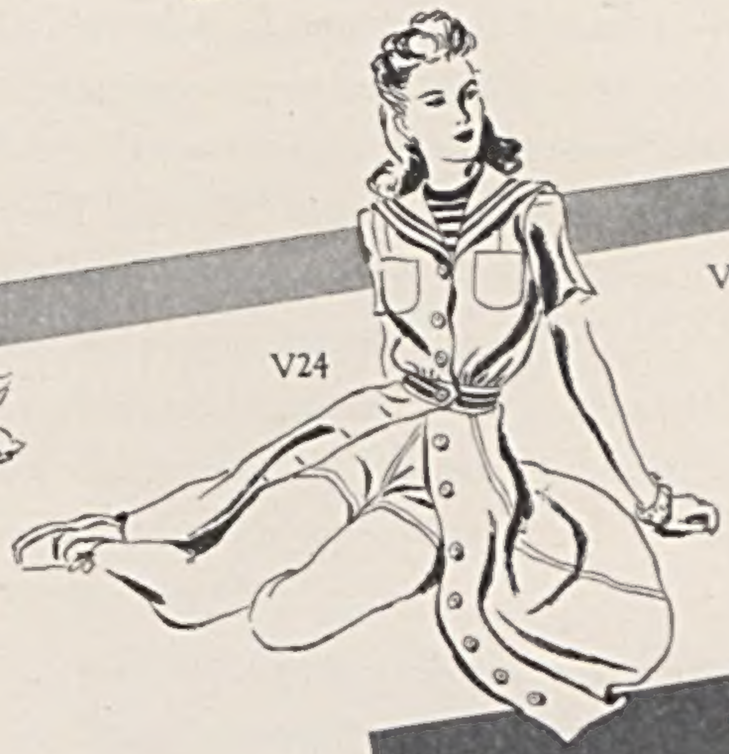

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Vogue
June 1, 1941

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A. For Canada $1.00 additional per year for Tariff.

Vol. 97, No. 11
Whole No. 1653

B. H. Wragge

makes his Vanilla

Master of shirt-making, B. H. Wragge claims this Summer's new vanilla ice-cream white for his newest series of Exclusives. He spatters it on in candy dots or candy stick stripes. For contrast, there are wonderful candy colors and a new ice-cream cone tan.

CANDY DOT SHIRT AND SKIRT, *above right.* Shirt of vanilla rayon sharkskin dotted rayon sleeves, 5.00 Dotted rayon crepe skirt. In sizes 12 to 38, 9.95 Sailor, 7.95 Vanilla dots on tan or navy.

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Photographed top down:

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VANILLA JACKET AND SKIRT. New spun rayon fabric. Jacket, 9.95 Skirt, 8.95 Both sizes 10 to 20. Also cone tan, navy.

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B. H. WRAGGE SHOP—SPORTS FIFTH FLOOR

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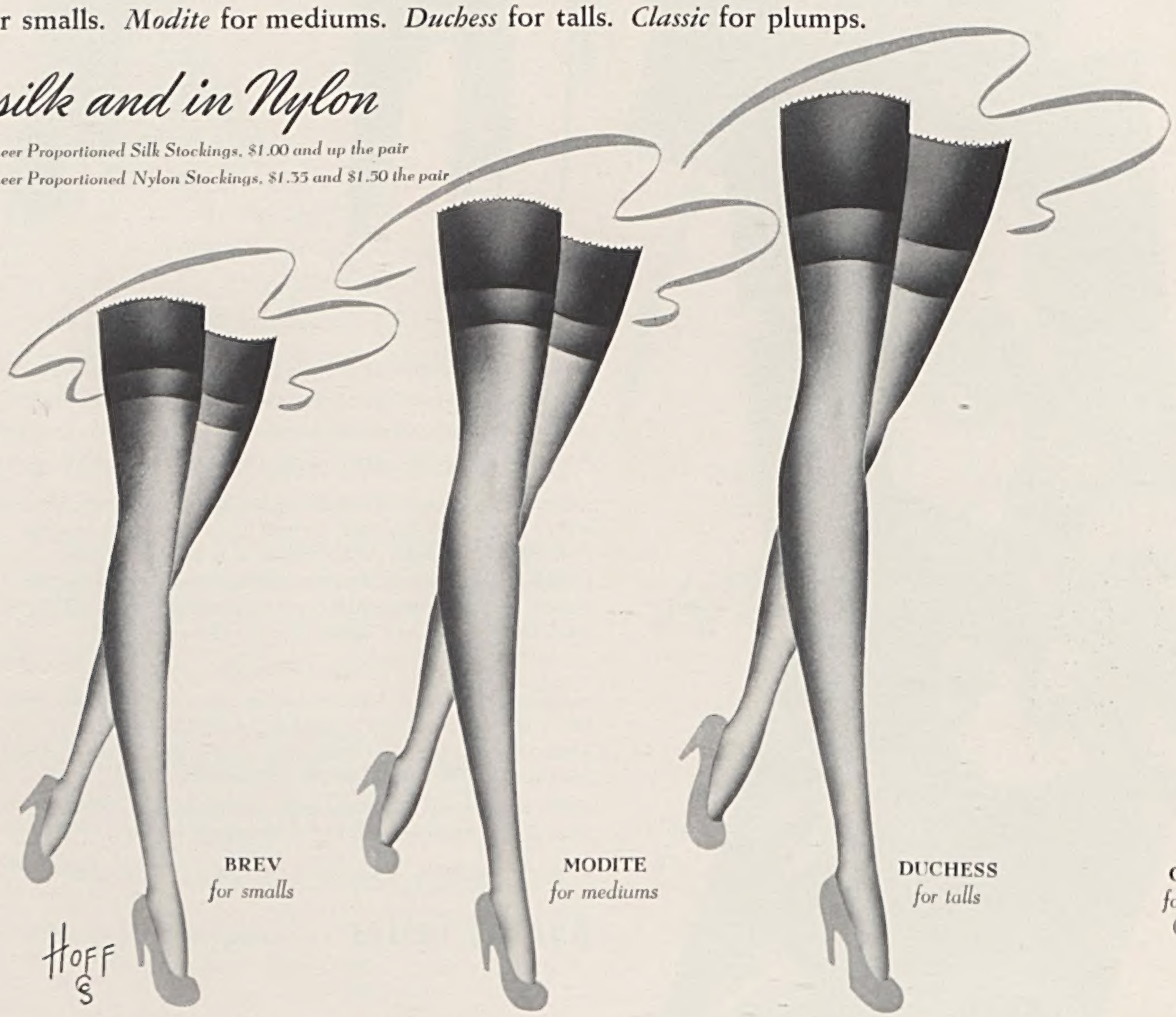

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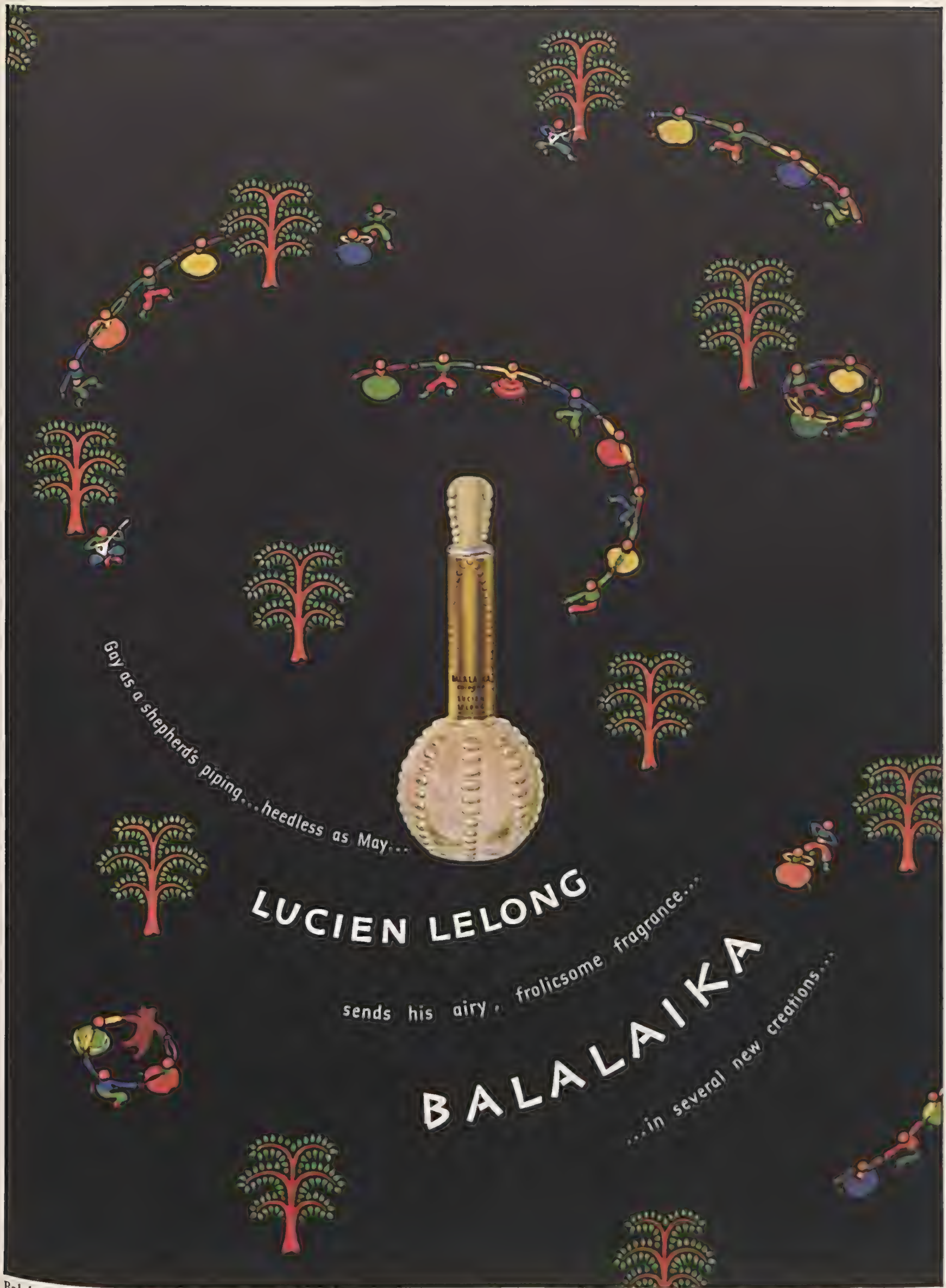

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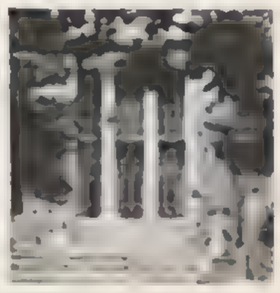

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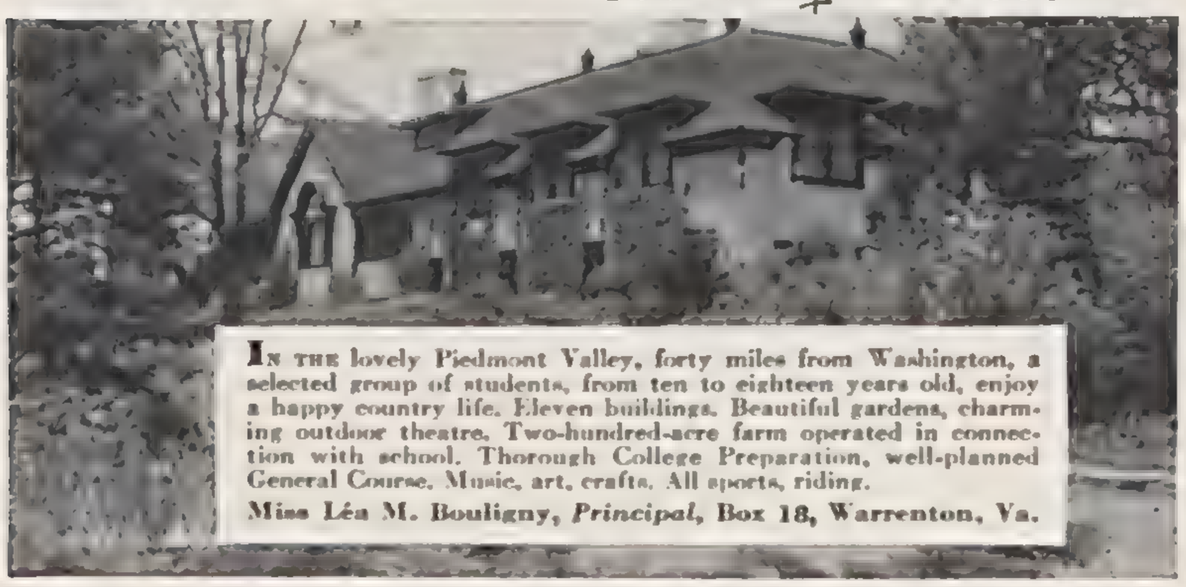

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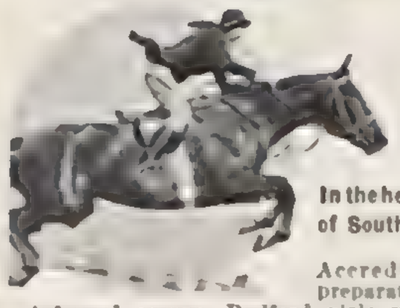

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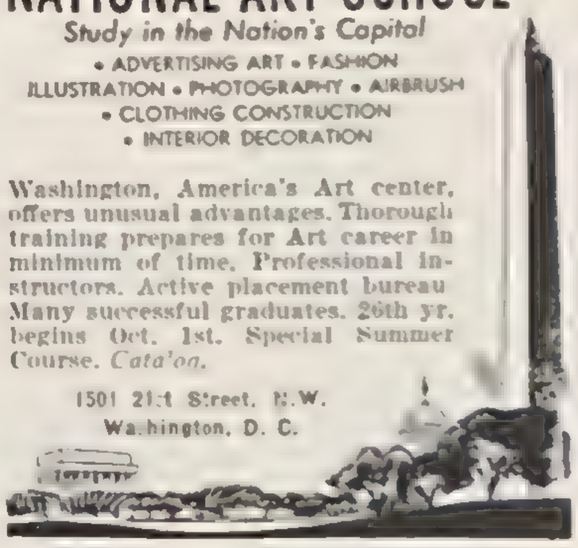

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Salt water so warmed by the sun you can't believe you're only 15 minutes from Maine...air swept clean by the ocean...cool, cool nights...an 18-hole championship golf course plus a 9-hole course... 4 *en tout cas* tennis courts...fishing, sailing thrills galore!

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VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about any of the hotels or resorts listed in these columns, write to Vogue's Travelog, 420 Lexington Ave., New York City.

Pennsylvania Parade

To those of you who have decided to visit historic Pennsylvania this summer, this preview of future events may come in handy. There are many places to go and many things to see in the Quaker State, some of which you will find below. So hop aboard while we look in the crystal ball!

June 13-14—Spring Horse Show in Harrisburg.

June 20—Interstate Laurel Festival, Wellsboro. Laurel Festival in the Poconos.

July 11-12—Horse Show, Scranton.

August 21-23—Pocono Mountains Horse Show, Pocono.

It Happens in California

Celebrations with a liberal dash of Old Spain, music, and sports events seem to be the order of the month of June in Southern California. We heartily recommend these varied and colorful pageants to you who have a flair for the historical and the entertaining.

For five days beginning June 2, San Fernando will be turned over to an exposition of early California people and customs in this city noted for the famed Mission of San Fernando, established by Franciscan padres in 1797. The purpose of this mission was to civilize the Indians and it was set up at the royal order of Charles IV, King of Spain and then ruler of California. Among other things, there will be a wild west barbecue and street dances performed by the entire population of San Fernando, all of whom will be colorfully dressed in Spanish and early California costumes. Over 10,000 are expected to attend.

June 14—Annual Southern California Musical Fiesta in the Los Angeles Coliseum.

If you are planning to be in this neighborhood between June and September, drop in on the Transportation Model Show at Exposition Park, Los Angeles. There you will be intrigued by miniature models of land, sea, and (*Continued on page 18*)

ARIZONA

TUCSON

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

CALIFORNIA

LA JOLLA

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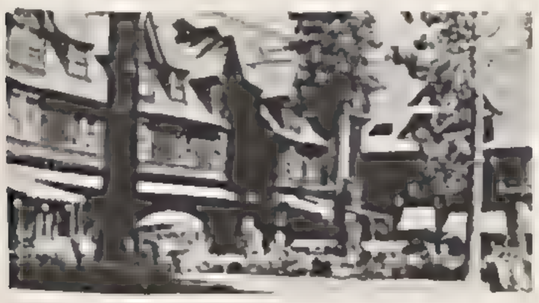
LAKE TAHOE

Brockway Hot Springs. High Sierras. Lake front Hotel and Bungalows. Famous cuisine. All sports. Own Golf Course. Amer. Plan. H. O. Comstock, Mgr.

LAKE TAHOE



Tahoe Tavern

Nationally famous resort on lovely Lake Tahoe in high Sierras. Everything in indoor entertainment and outdoor sport (all grass Golf Course). Delightful climate. Private beach. Superlative service. Fine food. 225 Rooms. American Plan. Opens June 26th. For illustrated folder and complete tariff see Travel Bureaus or write Tahoe Tavern, Box E, Lake Tahoe, California.

COLORADO

BROOK FOREST

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COLORADO SPRINGS

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EVERGREEN

Troutdale-in-the-Pines. Luxurious 140-room hotel, in heart of cool Rockies. 30 miles from Denver. Finest cuisine. All sports amid unsurpassed mountain beauty.

ROCKY MT. NATIONAL PARK—ESTES PARK

Stanley Hotel—Luxurious resort in heart of Rockies. Riding, fishing, golf, swimming, music, dancing. Renowned cuisine. Write for illustrated booklet.

CONNECTICUT

LAKEVILLE

Wake Robin Inn. Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

OLD LYME

Boxwood Manor. Lovely gardens surround house & cottages. All sports, private ocean beach. 3 hrs. from N. Y. or Boston. Moderate rates. May 15—Oct. 15.

DISTRICT OF COLUMBIA

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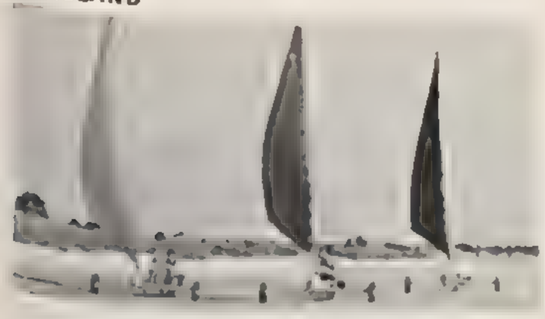
The Dodge Hotel. On Capitol Hill opposite Union Station Plaza. Renowned cuisine. No tipping. Single from $2.50, double from $4.50. H. B. Williams, Mgr.

Hotel Raleigh. Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

GEORGIA

SEA ISLAND



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MAINE

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MASSACHUSETTS

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CAPE COD—OSTERVILLE

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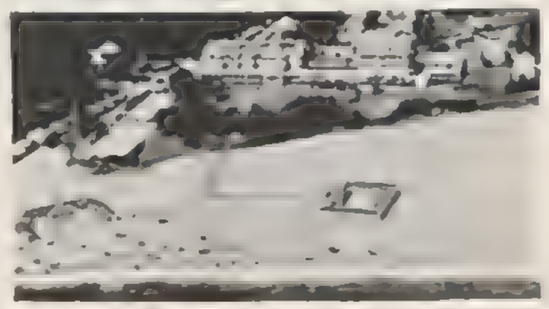
CAPE COD—WEST HARWICH-BY-THE-SEA



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MAGNOLIA

The Oceanside. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

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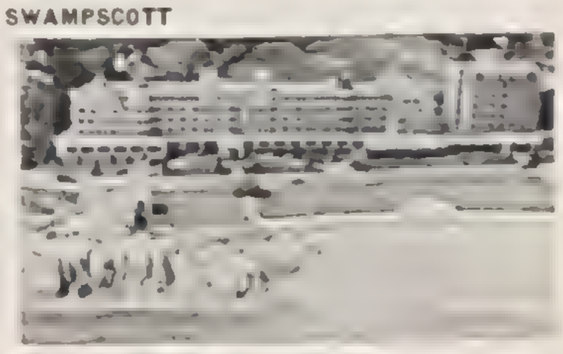
NORTHAMPTON

Wiggins Old Tavern & Hotel Northampton, & old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

SWAMPSCOTT



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YOU WILL FIND OTHER HOTELS AND RESORTS ON THE FOLLOWING PAGES

VOGUE'S *a directory of*

(Continued from page 17) air craft of many periods; or drive to Santa Barbara some Friday and go on one of the summer garden tours through ninety private gardens and estates around Montecito, Hope Ranch, and Santa Barbara.

Seven States for Play

SUMMER comes into its own again with this issue and by way of suggestion we list many events of interest to the would-be traveler. Whether it be golf, tennis, or just plain fun that you're after, this column should help make up your minds and tease you into the great open spaces.

June 8—American Folk Song Festival in Ashland, Ky.

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Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

MISSOURI

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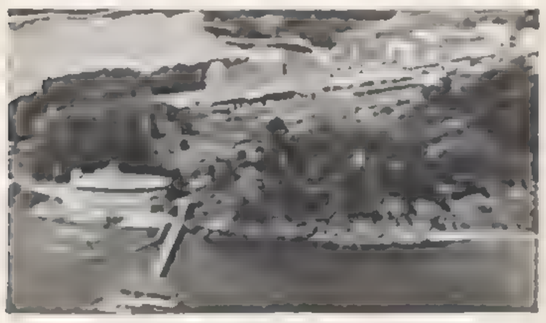
NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. 2 Golf Courses. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep. Tel. BRyant 9-6318.

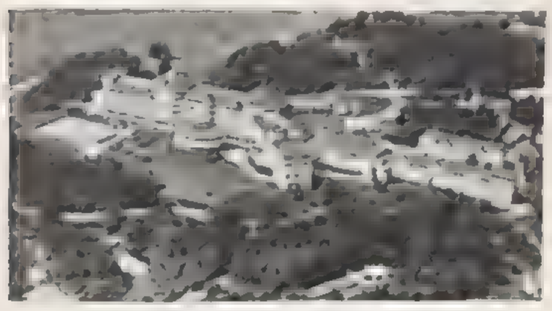
PORTSMOUTH



The Wentworth By-the-Sea

A delightful summer home, late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder, complete information and rates. Or inquire Ask Mr. Foster Travel Service.

WHITE MOUNTAINS—BRETTON WOODS



The Mount Washington

Located on 10,000-acre private estate at foot of Presidential Range. Elevation 1600 feet. No hay fever. Golf—tennis—fishing—riding. Outdoor pool and sun beach. Terrace luncheons. The Moon Room, smart night club. Latest motion pictures. Famous American Plan cuisine. Personal direction R. Foster Reynolds, owner. Restricted clientele. Open July through September.

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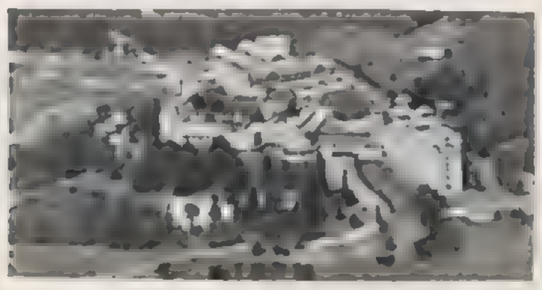
Crawford House at Crawford Notch

Discriminating people return every year to the Crawford House. Up-to-date rooming space—the best of food—Boston Symphony music—Golf—Tennis—Swimming—Riding—Dancing—Boating—Hiking—no hay fever. Season July 1-Oct. 1. Booklet & rates write Barron Hotel Co., Crawford Notch, N. H. or L. S. Law, 500 5th Ave., N. Y. PE 6-9557 or Ask Mr. Foster Travel Offices.

WHITE MOUNTAINS—DIXVILLE NOTCH



The Balsams—On Lake Gloriette

4600-acre private estate. Golf on 18-hole championship course, tennis, swimming, fishing, riding, canoeing, skeet and trap shooting, bowling, archery, dance orchestra, movies, bridge parties, special facilities for children. No Hay Fever. Rates $8-$12 per day with meals. Housekeeping Cottages. Select clientele. New York Office, 630 5th Avenue, Telephone CIrcle 5-5240.

NEW HAMPSHIRE

WHITE MOUNTAINS—FRANCONIA NOTCH

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The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

WHITE MOUNTAINS—NORTH WOODSTOCK

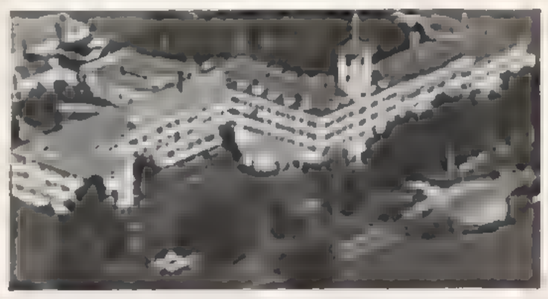
Hotel Franconia—"A distinctly modern and fascinating hotel in the heart of the White Mountains". Beautiful grounds, all sports. Restricted.

WHITE MOUNTAINS—SUGAR HILL

Hotel Lookoff. "The House with the View." 100 rooms—Reasonable Rates—Elevator—Orchestra—Free Golf. No hay fever. Restricted. July 1—Oct. 1. Bklt.

Sunset Hill House. A real summer home for family or individual. Golf free to guests. Tennis, riding, orchestra. Private cottages. Restricted Clientele. Bklt.

WHITE MOUNTAINS—WHITEFIELD



The Mountain View House

Like a Great Country House on a Private Estate commanding an Unusually Lovely and Extensive View. Outstanding Food and an Equipment and Service that has always attracted a Distinguished Patronage. All Outdoor Sports. An Attractive and Complete Clubhouse on Grounds. Accommodates 275. Rates $8. to $12. per Day American Plan. Season June 15-Oct. 15. W. F. Dodge & Son.

NEW JERSEY

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Aristocrat of Seashore Summer Resorts. Gay, select, complete. Restricted. Less than 2 hours from N. Y. or Phila. Private beach. Golf, tennis, riding. Excellent music. Enjoy the cool of the sea and gracious living. Famed for food and service. Interesting program of social and sports activities. Booklet. C. S. Krom, Mgr. Tel. Spring Lake 900. N. Y. Off. 11 West 42nd St., BR 9-6348.

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Bishop's Lodge. An American plan resort, 3½ miles from Santa Fe. Comfortable accommodations with riding and all other activities. Booklet.

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Albert Miller, Mgr.

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Cragsmoor Inn—27 miles West of Newburgh. Route 52. Elevation 1900 ft. Beautiful views. Splendid Golf. Delicious meals & wines. $7 Am. Plan. Restricted.

Why not make this the year to try that Dude Ranch vacation? The family would appreciate the open spaces and the colorful cowboys.

NEW YORK

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Crater Club. Furnished cottages with baths, open fires, meals at Club. Sailing, bathing, tennis; golf. References required. Literature. Koert D. Burnham.

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Finest resort life in America. 18-hole golf course, outdoor and indoor tennis, surf club with pool and ocean bathing, cabaña colony, riding stables, famous deep sea and fresh water fishing, children's playground. Average summer temperature 62° to 75°. Relief from hay fever. Restricted clientele. Booklet. Robert F. Warner, 11 W. 42nd St., N.Y.C. Tel. BR. 9-6348. Elliott F. Bishop, Manager.

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The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

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Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4. double $6. suites from $8. PLaza 3-2700.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day Walk to Central Pk., Radio City, Times Sq.

Gramercy Park—Famed hotel at legendary private park. Rendezvous of nation's great. $3. single, $5. double, $7. suites. Weekly, monthly. Booklet "V".

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Starred in every itinerary, New York and the Plaza, more than ever the choice of those who prefer quiet luxury and refinement. Facing Central Park in the social, shopping and amusement center. Subway station at the hotel. Summer rates from $5. Henry A. Rost, President and Managing Director, Fifth Avenue at 59th Street.

NEW YORK

NEW YORK CITY

The Grosvenor, on Convenient Lower Fifth Avenue, at Tenth Street—A Distinctive Hotel of Quiet Charm. 300 rooms. Single from $3.50. Twin beds from $5.

Henry Hudson Hotel. 353 W. 57th St. 1200 rooms with bath. Daily $2.50 up. Weekly $12.00 up Booklet "VM". John Paul Stack, General Manager.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

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The Waldorf-Astoria

The quiet, air-conditioned rooms (individually regulated—you do it yourself by a local thermostat) are so completely insulated, you would never guess the noisy activity of a great city goes on outside. And the price averages little more than rates at an ordinary first-class hotel. The Waldorf-Astoria, Park Avenue, 49th to 50th Street, New York.

PENNSYLVANIA

EAGLES MERE

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

HERSHEY

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

POCONO MOUNTAINS—BUCK HILL FALLS

The Inn—Buck Hill Falls

A 4000-acre Estate of scenic splendor in the Poconos—offering a wealth of health in tonic, mountain air. Every facility for rest and recreation. Golf, tennis, swimming, riding, lawn bowling, scenic trails and paths, movies, dances and entertainments amid simple dignified surroundings. Reasonable rates. Selected clientele. New York Office, 630-5th Ave., CIrcle 5-5620.

TRAVELOG

fine hotels and resorts

June 12-14—Annual Sedgefield Horse Show in Greensboro, North Carolina.

June 15-21—Rhododendron Festival, Asheville, N. C.

June 17—In the Broadmoor Hotel's Spencer Penrose Stadium at Colorado Springs, Colorado, Leopold Stokowski will conduct a concert by the Philadelphia Youth Orchestra.

June 17-22—The Trans-Mississippi Golf Tournament, St. Louis, Missouri.

June 27-29—The Patapsco Regatta, Patapsco, Md.

June 28-29—Great Lakes Open Skeet Shoot, Traverse City, Michigan.

June 30-July 5—The twenty-seventh West Virginia State Golf Championship at White Sulphur Springs, West Virginia.

PENNSYLVANIA

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Moderate rates. Claude H. Bennett, General Manager.

POCONO MOUNTAINS—SKYTOP

Skytop Club—Socially restricted Mountain Resort. 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

RHODE ISLAND

WATCH HILL

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World's largest completely air conditioned hotel, located in the most picturesque city of the Southwest. Beautifully appointed rooms and suites designed for gracious living. Unexcelled restaurants with modern and old-world atmosphere. The Anacacho Room features the nation's leading orchestras for dining and dancing. Garage in The St. Anthony with elevator to your floor.

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You'll find twofold enjoyment in a vacation in Williamsburg, Virginia: the inspiration of an authentic restoration of this historic city plus a variety of summer sports and other activities. Fine accommodations at the Inn and Lodge at a wide range of rates. John D. Green, Mgr. For complete information inquire New York Office, 630 5th Avenue. Tel. CIrcle 6-8896.

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For you who like the sagebrush and the open spaces.

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Pack-trips? They're right here in the Laurentian Mountains, only overnight from New York City! . . . and trails lead to virgin woods with trout waters you'd need a hatchery to beat! There's swimming, tennis, riding . . . sailing, weekly races with the Winnabout fleet . . dancing to the same famous orchestra that charmed our winter guests. It's a grand vacation—in mountain air that's proof against hay fever and asthma.

Rates are $5—$6—$7 per day, $30—$35—$40 per week, American Plan. Appointments are tops and here your dollars are worth more. C'mon up to Mont Tremblant Lodge!

Write for further information and folder.

Restricted Clientele

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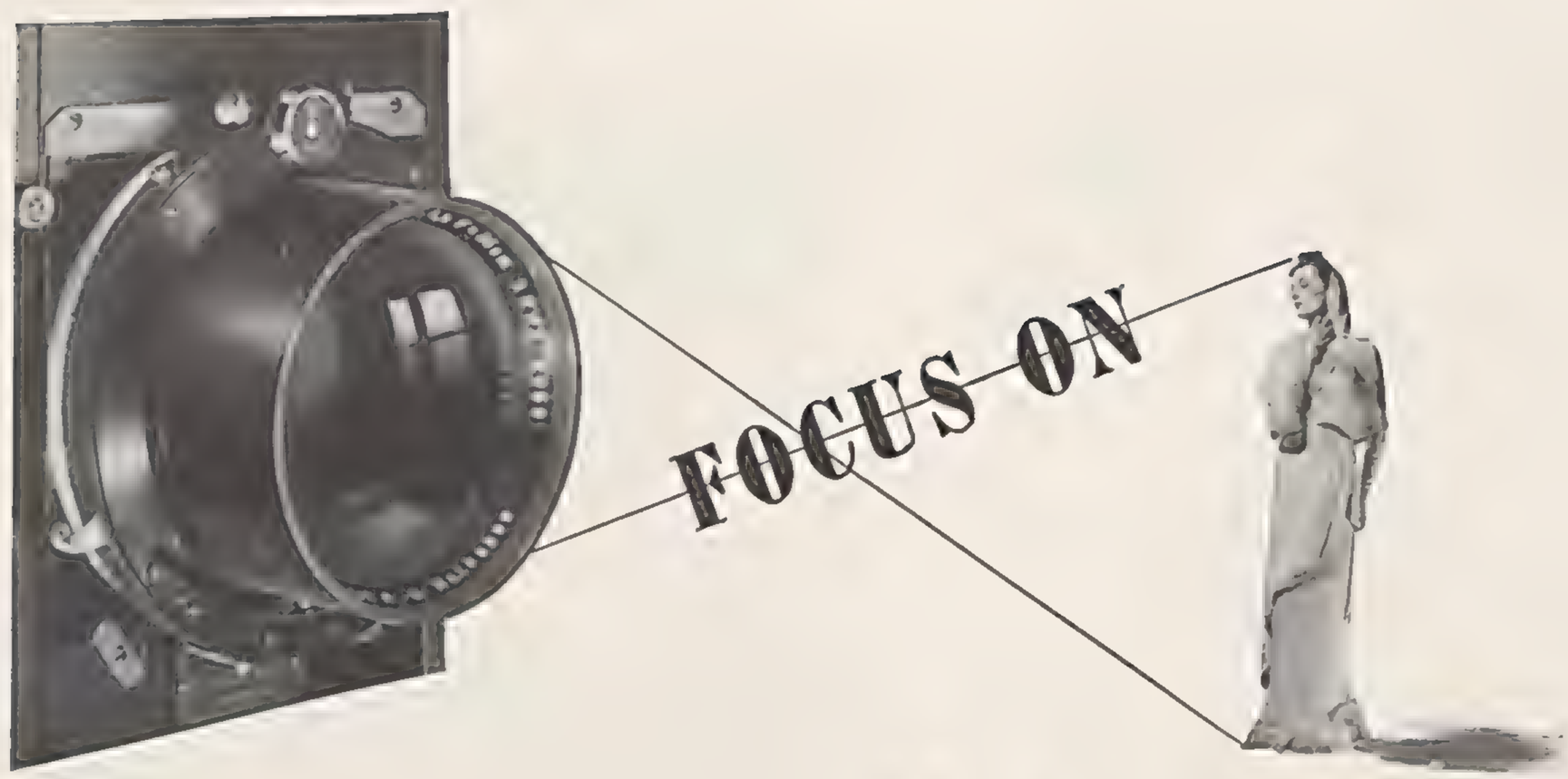


VOGUE'S CAMERA ISSUE

In its June 15th issue, Vogue presents the dramatic story of American photography. Certainly, no other magazine is better qualified to speak on this subject, for Vogue's own issues, during the past 50 years, are a vivid record of this dynamic art.

Now, in Vogue's Camera Issue, you'll meet the great pioneers of American photography . . . Stieglitz, Käsebier, White, Day, Eugene . . . and see their most memorable work. You'll brush up your camera knowledge with Vogue's History of Photography (in photographs) . . . Steichen's resumé of the Photo-Secession Movement . . . M. F. Agha's article on "Why American Photography is Best." And, with Frank Crowninshield, you'll review the many famous photographers whose careers were fostered by Vogue . . . de Meyer, Sheeler, Huené, Steichen, Beaton, Bruehl and Nelson.

EXPERTS' TIPS FOR AMATEURS

In this same issue, Vogue's top-flight photographers come out of their dark rooms to describe their own methods of picture-taking. You'll see how Steichen takes an outdoor shot indoors, watch Toni Frissell and Horst demonstrate the technique of candid camera shot versus posed picture. Here's an invaluable handbook that should be in the library of every amateur photographer!

THE OTHER SIDE OF THE LENS

Even if you've never clicked a shutter in your life, you can't escape the 18,000,000 camera-bugs who'll be aiming their lenses at you. So, June 15th Vogue tells you how to be photogénique . . . shows you America's most photographed models . . . brings you scores of new fashions that are crying to have their pictures taken — on you!

THE DOG MODE

Vogue's gallery of pure bred dogs

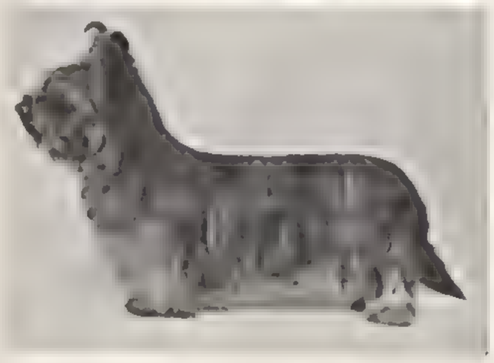
CHIEF use of the Elkhound is for guarding. He is found in thousands of Norwegian homes. The sensitive hearing of Elkhounds, their alertness and dispositions make them the finest watchdogs that Norwegians have yet been able to discover. Six-months-old puppy, owned by B. Boyesen

IN Norway, until recent times, there was only one breed of dog, the Norwegian Elkhound. His skeleton has been found in a stratum, which geologists date circa 6000 B.C. He has come through the ages with all his Nordic traits untainted. Champion Viking av Glitre; owner, Bayard Boyesen

THE Norwegian Elkhound is dark grey in colour, with a coat of about the length and texture of the German Shepherd. The dogs have delightful dispositions. They are small enough to be handled in a limited area, yet large enough to be a real dog. Norwegian Elkhound puppies owned by A. Wells Peck

THE Norwegian Elkhound is smaller than the Chow. His head is along the general lines of the German Shepherd; the eye is dark, keen and kind; the ears almost invariably are carried alert and convey a watchful expression. Ch. Thormin of Grey, Bodil of the Hollow, Bluff. Owner, A. W. Peck

SKYE TERRIERS



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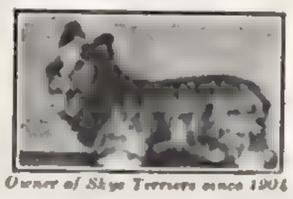

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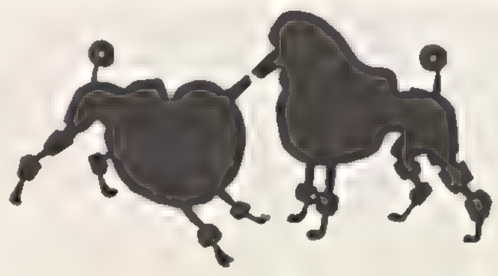

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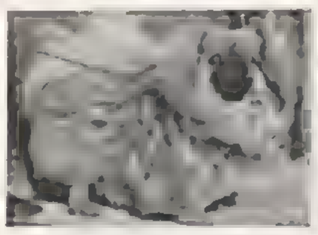

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THE DOG

Vogue's gallery of

No breed could have been subjected to the generations of selection as a companion and general handy dog without having developed a disposition free from all tendency to bite. Norwegian Elkhounds are uncommonly kind to adults and children. Elkhound puppies, owned by R. P. Koenig

In 1877, the Norwegian Elkhound began to be considered from an exhibition point of view. The Norwegian Hunter's Association held its first show, pedigrees were checked, a stud-book published, and a standard drawn up. Mrs. R. P. Koenig, with Olaf av Kongsberg and Paal's Girl of Lindvangen

The Elkhound's trustworthiness with people, his friendly disposition, his fearless and confident ways, make it unnecessary to employ in his training harsher means than the voice. Thus we know why this breed excels in Obedience Training. Norwegian Elkhounds, owned by Joseph W. Beatman

The Norwegian Elkhound is a fearless, friendly, loyal, and intelligent dog, capable of long-sustained exertion. His general appearance is that of a powerful and sturdy dog in a small compass, built on substantial rather than on racing lines. Champion Stavsetras Lars. Owner W. Stevenson, Buffalo

Watch for a story on **DACHSHUNDS** in the July 1st Dog Mode of Vogue. Watch these columns, too, for listings of many of the best pedigreed dogs offered for sale by fine kennels throughout the country.

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MODE

pure bred dogs

THE honesty of the Elkhound is one of his outstanding attributes. He is never sly or vicious, is quiet about the house, and extremely clean. Ch. Kari of Halfred, twice winner of M. Hartley Dodge, jr. Memorial Trophy best American-bred Norwegian Elkhound. Owner, Lawrence Litchfield

THE Norwegian Elkhound has a comparatively small frame, about twenty and a half inches at the shoulder and about fifty pounds in weight. Compactness is the very essence of this type. Without it you can not have the true Elkhound. Elkhound puppies bred by Mrs. Victor Bieber, Norristown, Pa.

THE close proximity to, and continual association with, human beings have developed the Norwegian Elkhound along the lines of utility. Mr. and Mrs. Thomas H. White (third-fourth from left) and Ch. Saga av Elglia (second from right) and her get at the Morris and Essex Kennel Club show, 1938

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112 W. North Ave., Baltimore, Md.

BOOKLETS

for the asking

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

TRAVEL

"WE LIKE ALBERTA"
is the title of the Alberta Travel Bureau's new booklet. The delightfully illustrated pages explain why the title will hold good for almost anyone. Whether you are looking for mountain or prairie views, fishing hunting, skiing, riding, swimming, golfing or climbing, you will find it described in this booklet. Alberta Travel Bureau, Dept. V-1, Edmonton, Alberta, Canada.

JASPER NATIONAL PARK
with all its natural beauties, sports facilities, pack trips and historical features is the subject of a handsome booklet from the Canadian National Railways, illustrated in black and white and colour. The section of general information gives some idea of prices, general accommodations, guide trips, nearby shops, etc. Canadian National Railways, Dept. V, 673 Fifth Ave., New York.

THE ALGONQUIN
at St. Andrew's-by-the-Sea in New Brunswick is a resort you should know. This booklet describes its admirable climate, and wonderful facilities for swimming, golf, sailing, tennis and fishing; and pictures the lodge and dining rooms. Write to Canadian Pacific, Dept. V, 343 Madison Avenue, New York.

SOUTH AMERICAN CRUISES
on the ships of the Good Neighbor fleet are described in a charming new folder. For your convenience there are also itineraries of the cruises, deck plans and rates. Moore-McCormack Lines, Dept. V, 5 Broadway, New York.

CANADA CALLS YOU
is the provocative title of a new booklet which contains copious illustrations and descriptions of all Canada's attractions, from its historic monuments to the Dionne quintuplets. Included is information on transportation. Canadian Government Travel Bureau, Dept. AT 41, Ottawa, Canada.

GASPÉ PENINSULA IN QUÉBEC
is described in a colourful new booklet, lavishly illustrated with paintings and photographs. History, legend and the scenic beauty of the Peninsula are all included. There is also information on transportation, accommodations, and a convenient map. Province of Québec Tourist Bureau, Dept. V, Parliament Bldgs., Québec, Canada.

DUDE RANCHES
in Wyoming, Montana and Colorado are a subject to be considered when planning your vacation. This booklet begins with an introduction to ranch life, and takes you on through a picture account of a day spent on a dude ranch. In the back are addresses, descriptions and rates for the ranches in the three states. Burlington Travel Bureau, Room 521, 547 W. Jackson Blvd., Chicago.

HOUSEHOLD

HENRY BIRKS & SONS
have issued a booklet on their fine China collections, imported direct from Great Britain. Wedgwood, Royal Doulton, and other English Bone China and English Semi-Porcelain patterns are illustrated, and described. Henry Birks & Sons, Ltd., Booklet V, Montreal, Canada.

RECIPES—
featuring the popular Myers's "Million" Cocktail—gives you the ingredients of more than eighty good drinks to be made with Myers's Fine Old Jamaica Rum . . . mixed as they mix them in Jamaica. It also suggests uses of rum in coffee, tea or desserts. R. V. Delapenha & Co., Dept. V, 57 Laight St., N. Y.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY
offers a selective list of private schools for boys and girls and vocational schools for adults, together with a page of helpful suggestions on how to go about choosing a school which will meet individual requirements. Vogue's School Bureau, Dept 7, 420 Lexington Avenue, New York, N. Y.

BEAUTY

BEAUTY FOR YOU
by Helena Rubinstein is an extremely helpful booklet on skin care and make-up, beginning with soap and water treatments for your complexion. A make-up chart for glamourous make-up shows you how to choose powder and rouge to blend with your own skin tones. There are useful chapters on "Beauty in the Sun", "Take Beauty with You" and "Home Beauty Treatments". Helena Rubinstein, Dept. V, 715 5th Ave., New York City.

TUSSY
has a little booklet on their creams and cosmetics, giving the prices of each item, the colours in which the cosmetics come, and a brief description of their different preparations. Tussy Cosmetiques, Dept. V, 683 Fifth Avenue, New York.

HENRI BENDEL
beauty preparations, bath essentials and perfumes are described in a handsome booklet which not only describes the preparations themselves, but their attractive packaging as well. Of special interest are the perfume stick, cosmetic case to go in your handbag, flower-and-ribbon-trimmed gift combinations, travel kits and lingerie cases. Henri Bendel, Dept. V, 10 W. 57, N. Y.

LENTHERIC
has a series of gay little booklets on their various products. There is one for confetti perfume, appropriately illustrated, one on Bouquet Lenthéric, a daytime fragrance, one on toilet requisites for men, and still another on "Pink Party" beauty preparations and cosmetics for the young girl. Lenthéric, Inc., Dept. V, 761 5th Ave. N. Y.

THE BEGINNING OF BEAUTY
by Frances Denney describes the simple, basic essentials of all beauty—nightly treatments with creams, bath preparations and a few rules for successful make-up, including eye make-up. Write to Frances Denney, Dept V, 610 5th Ave., N. Y.

CHARLES OF THE RITZ
beauty booklet emphasizes the fact that your beauty is what you make it, and lists the basic beauty routines for normal, dry, oily, sensitive skins. A complete list of Charles of the Ritz make-up is given and there is a convenient directory of Charles of the Ritz salons in various cities. Charles of the Ritz, Dept. V, 9 University Place, New York City.

DOROTHY GRAY
has two booklets—"Salon Secrets of Make-up" and " 'Help Yourself' Face Treatments" which between them should make it possible for you to put your best face forward. The first discusses what colour make-up to wear and how to make a long face seem shorter, or a short face longer by skillful use of cosmetics. The second deals with skin-toning treatments you can give yourself. Dorothy Gray, Dept. V, 683 5th Ave., N. Y.

THE CALL TO PERFECTION
by Elizabeth Arden, is a reprint in booklet form of Miss Arden's speech of last autumn to the Women's Institutes of Duluth and St. Paul. In it she gives her definition of beauty, her formula for success, and her own story of what she has been trying to build up in her salons. Elizabeth Arden, Dept. V, 681 Fifth Avenue, New York City.

GUIDEPOSTS TO SKIN BEAUTY
is Pond's handbook of skin care based on good health, daily skin care, careful make-up and a home beauty ritual. A brief history of Pond's preparations and a description of what each will do for you adds interest. Pond's Extract Co., Dept. V, Clinton, Conn.

ANY WOMAN CAN LOOK LOVELIER
gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. Barbara Gould, Dept. V, 35 West 34 Street, New York City.

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A BEAUTIFUL SKIN IN 5 DAYS—Helps Correct Blemishes, Crepy Necks, Wrinkles, Scars. Non-Surgical. Results Assured. Free Consultation. Established 1929. Helene Adair, 20 East 53rd St., N. Y. Phone PLaza 3-2489

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Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

YARNS, SWEATERS, AND TWEEDS. Unmistakably New England is the tiny Village Yarn and Tweed Shop, at Framingham Center, Massachusetts. This is a port of call for knitters and non-knitters alike—you can buy yarns or sweaters to match your favourite tweeds, tweeds to match your favourite sweaters. The tweeds are both imported and domestic, and they come in the most heavenly colours. The sweaters—cashmere, Shetland, and homespun yarns—begin at $4.75, and there are the most beguiling baby sweaters and blankets, both hand- and machine-made. If New England is off your beaten path, you can write the Village Yarn and Tweed Shop, 945 Worcester Road—samples will be sent you.

TRAMP, TRAMP, IN COMFORT. A summer sightseeing wardrobe should include one pair of shoes that are built as much for speed as for looks. In Mount Vernon, New York, the Burke's Foot Ease Centre, at 117 South Second Avenue, specializes in orthopedic shoes. This firm will mail you sketches of their shoes and a special measuring chart, on which you draw a sketch of both your feet—right and left.

You also send along with the sketch a pair of your most comfortable shoes, to check your tread. (Don't feel shy about mentioning such horrors as corns and calluses—they come under vital statistics.) After all this sleuthing, the Foot Ease Centre knows your foot, can build a pair of shoes for you.

P. S. Prices for women's shoes begin at $9.50—they also make shoes for men and children.

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BOOK *and services*

PENNSYLVANIA DELECTABLES. The Franey Johns Company, at 719 Diamond Boulevard, Johnstown, Pennsylvania, makes some of the most delicious and hard-to-find preserves. Such wonderful things as chokecherry jelly, with its fine tangy flavour, wild crabapple, wild grape, and even rose geranium and orange mint jellies are put up in eight-ounce jars, sell for about thirty cents. And for a perfect present to Great-aunt Jennifer, there are packages of three assorted Pennsylvania pottery crocks—for only one dollar.

FRUITS PLUS. If you like to serve fruit soaked in wines and liqueurs, write the Fox Shoppe, 432 El Camino Real, Redwood City, California. They make a specialty of all kinds—including some rather unusual combinations. There are pears in crème de menthe. There are marvellous Santa Clara Valley prunes (they're enormous) put up in rum. There are wonderfully tart brandied apricots. You can buy these in individual jars; or, for $2.50, there is an assorted box of three ten-ounce jars. The boxes, incidentally, are all made of California redwood. This is a good present-idea for your week-end hostess problems.

SEESAW MARJORIE DAW. If you are a rain-or-shine exerciser, here's an energetic little device that should wear you out in no time at all. Called a Biker-Hiker, it looks like an undersize seesaw. You stand astride the contrivance and pedal away. Incidentally, you'll catch on to the rhythm more quickly if you work to music. The Biker-Hiker costs $9, can be bought by writing the Biker-Hiker Company, Box 407, Montgomery, Alabama.

HAIRDRESSERS (Cont'd)

MAISON JEANPIERRE for advanced Hair Styling and self-dressing permanent wave . . . Also remarkable results in restoring original color of your hair. Send for booklet. Phone for appointment. PL 3-6262. 6 E. 53 St., N. Y.

LURA DE GEZ—714 5th Avenue (bet. 55th & 56th St.) creates the easy to manage summer coiffure for you. Manicuring. Pedicuring. Hair coloring. Shampoo and Set $2.00. Custom Permanents $10. Telephone CIrcle 7-5818

CHRISTIAN FREDERICK JUNGST creates beauty and originality in the most difficult hair. Relax in his comfortable salon while your new, individual coiffure is designed and waved. 19 E. 47th St., N. Y. VO 5-4477

HOWARD IN ROCKEFELLER CENTER—Master Hairdresser. Formerly of Antoine, Saks Fifth Ave. Specialist on scalp treatments on white & dyed hair. Shampoo & finger wave. $2. 9 Rockefeller Plaza, 7th floor. CI 5-5961—2

IF YOU WANT A COMPACT LIST of services to put into your address book, use Vogue's Address Book. It will minimize your shopping problems, and save you an untold amount of time and trouble finding out where to go

HAIR GOODS

MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., N.Y.C.

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HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS, HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

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ANN ROBINSON'S SUNSHINE TERRACE For discriminating women. Beautiful estate on the Hudson. 50 min. from N. Y. Hauser Diet. Luxurious rest, massage. Reducing diet. 120 Old Post Road, Croton-on-Hudson. Croton 934

HEALTH COMBINATION: Vapor Cabinet Bath, Shower-Steam Room, Swim, Swedish Massage $2.00. Ten treatments $17.50. 1 PM to 7 PM (except Sunday). The Shelton Hotel, Lexington Ave. at 49th St., N. Y. WI 2-4000

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THE BEST PLACE TO SELL Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

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KNITTED WEAR

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SLENDERIZE in a club-like atmosphere— Ulrich Massage Studio, 31 East 60th Street. Ladies' Special! 10 treatments—$20. Vapor Cabinet, Vibrator, Roller, Shower, Exercycle. Residence Service. Telephone REgent 4-3688

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GAY, FESTIVE SPRING CREATIONS smartly designed especially for you, from $7.50; your materials, remodeling, from $5; colors matched; handbags fashioned; mail orders. Chez Chapeaux, 543 Madison (55th), N. Y. C.

MARIE MILLINERY—Gay Turbans Featured, also off-the-face hats, sailors, and large summer hats of novelty fabrics. Hats about $15; your materials, $10. Ask for Marie, the designer. 501 Madison Avenue. EL 5-8442

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HOME OF FINER MONOGRAMS. We apply the monogram of your choice to linens, handkerchiefs, blouses, coat linings, etc. Trousseau specialists. Sketches sent. Insuperable Co., 431 5th Ave. (opp. Lord & Taylor). CA 5-5692

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CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 21 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

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ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone ELdorado 5-1344. Hours from 12 to 6:30

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SHOECRAFT, 714 Fifth Ave., New York City. Famed stylists to the narrow foot and heel. Sizes 2½ to 12, AAAAA to C. Send for booklet VC. Expert mail service. Charge accounts. Also custom made footwear on your own last

I. MILLER specializes in small size shoes. Our spring collection, featuring sizes 1-3½, widths AA-D, is ready at 1552 B'way, corner 46th St., N. Y. C. Write for new catalogue. Your charge account is cordially invited

WIEDHOPF & GOLDIN LTD., 730 Fifth Ave., N. Y. In the arcade. Now showing spring shoes in stock, also shoes made to order on individual lasts. Comfortable prices. Style card. Sizes 2½-13, AAAAAA to C. CI 5-9714

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LIVERPOOL SHOE REBUILDING CO. Boots, Shoes and Wedgies rebuilt, restyled and corrected to fit. Shoes lengthened, shortened, widened. Orthopedic, Dyeing, & Order Made Depts. Mail Orders. 138 W. 34 St., N. Y. (opp. Macy's)

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NEW YORK SHOPS BROUGHT TO YOU. Orders of all kinds filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Tel. PEnnsylvania 6-6862

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DISTINGUISHED WRITING PAPERS—Thistledown Airmail. Household Convenience Slips. Time Savers for the hostess. Wedding Invitations & Announcements. Samples. Loughead & Company, 512 Race St., Philadelphia, Penna.

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HAND TAILORED SKIRTS & CAPES from woollens made by native Vermont weavers. Skirts from $6.25 including cloth & making-to-measure. Precision tailoring. Send for samples. Vermont Natives Industries, Bridgewater, Vt.

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ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

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MEADOWBROOK FARM—Slenderizing beauty haven for smart women. Figure molding massage. Indiv. scientific diet cleanses, tones up system. Regain vibrancy at Meadowbrook. 8833 Holmes, Kansas City, Mo. Brochure

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All the piquant flavor of a cup of morning coffee wrapped up in a delicious tidbit of real cream and coffee candy. Taste them and see. Keep Coffee-ets in your car for quick pick-up, in your purse for afternoon let down and in your home for all occasions—and if you smoke you'll love 'em.

Each piece individually wrapped.
7½ oz. tin 50c; 1 lb. tin $1.00
Order them to-day for a real treat

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Lady's watch of 14 kt. solid gold. Tiny. Unconditionally guaranteed. Flexible ends. 17 jewels. $45.

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Ask about the value of your old silver and jewelry

Silverytone
for GREY or WHITE HAIR

Laurent's Silverytone eliminates the pale, dead-looking, yellowish streaks which spoil the appearance of otherwise perfectly groomed hair.

Silverytone can be used on any hair texture. It gives white or gray hair a special cast of color—keeps it always a beautiful and lustrous silvery gray. $1.25 bottle

Incomparable Permanents by hair stylists at our salon.

Laurent
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The smoothest little article you've ever tucked your toes into—combining that cool "barefoot" feeling with the knowing you are smartly shod. Hand crafted by primitive Shoshoni Indians—advertised now for the first time. No two pairs identical in design. Glove soft but sturdy as a pinto pony. Beige or white.

In native skins $5.95
Made to order and autographed $25
Send foot tracing for size.

THE SHOSHONI TRADING POST
Pocatello, Idaho.
Primitive Art on Your Feet

Shop

Glare Insurance: At the shop of H. L. Purdy, Inc., 506 Madison Avenue, we found this handsome and considerate pair of sun-glasses. They're the first pair, to our knowledge, that have curved frames in which prescription lenses may be used. The curve extends around to the side of the eyes, cutting out glare. With white or coloured frame; $8. Prescription lenses extra.

Moonglow: No stone looks cooler or more feminine than moonstones. And when they're set with diamonds and sapphires, on gold, you've got something lovely. You've got this brooch, for instance. The handsome thing looks impressive and expensive, but the price is reassuring, at $125. Some lucky person may buy this piece from Mermod-Jaccard-King, in Saint Louis.

Young and Sweet: For swooning attractively around the boudoir, your Hound recommends this fragile coat of white chiffon. It has those flattering, deep-ruffled cuffs, and the neck-line, though deep, can be best described as cascading, rather than "plunging," as so many neck-lines seem to be doing these days. The whole effect is almost too feminine to be true.

It's the privilege of any lady with $22.50 to wear one of these, either in the white (our favourite) or in pale blue or peach-colour. For this, take a trip to Maison de Linge, at 816 Madison Avenue. It's a trip we always enjoy. Besides the lovely lingerie here, you'll find all sorts of attractive table-linen, breakfast sets, unusual sheets, quilted things—all in this one small shop. Since it's June, you might trot up there with wedding presents in mind.

***coming next*—VOGUE'S CAMERA ISSUE**

A BRIEF HISTORY OF AMERICAN PHOTOGRAPHY

EDWARD STEICHEN discusses the origins of present-day photography.

M. F. AGHA, Vogue's Art Director, describes America's pre-eminence in photography.

FRANK CROWNINSHIELD reviews Vogue's unique role in presenting the work of leading photographers.

VOGUE'S CAMERA ISSUE—On Sale June 10th

Hound

For Flowers: This gracefully wrought pin serves as a flower holder, for your lapel. You may have one of them in sterling silver; sterling, gold-filled; or in sterling with a 14-karat gold overlay. The price will come to $4, $5, or $10, accordingly, in the order named. It's a happy meeting of women's favourite adornments—jewellery and flowers. At Marcus and Co., 679 Fifth Avenue.

Mink Week in June: At the charmingly decorated Boston shop of Esther Dorothy, there's a great flurry about Mink Week. Miss Dorothy annually displays her collection of mink coats in the first week of June, believing that this is the best time to buy them, with an eye to the coming autumn.

Working with beautifully matched dark skins, she has created a distinguished and desirable collection of coats. In the one shown here, the line of the cuffs, notched and turned back, is repeated in the back of the collar. It's $1,950, and it's to pine for.

This model looks particularly youthful, but there are others for every type of face and figure. Soft-tied collars, softened epaulet effects, dropped shoulders, yokes that are gently curved, and a hundred other details to choose from. 8 Newbury Street, Boston.

VOGUE STUDIOS

Free Hands: These summer gloves are made by the extremely talented designer at Barra Gloves, 519 Madison Avenue. They're made of white washable doeskin, with the seams all crocheted in dark or pastel colours. The crocheting acts as ventilation, as well as decoration. You may have a pair for $4.50 (more in longer lengths). The suède flowers they make here are pretty, too.

Are You Camera Shy?

Perhaps it's because you don't wear the proper make-up—perhaps you choose the wrong clothes. Whatever the cause, read Vogue's Camera issue and learn how to face the lens with composure. Dozens of other exciting features in . . .

VOGUE'S CAMERA ISSUE On sale June 10th

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8½ 9 9½ 10 10½ 11 11½ 12 add $1
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Women from Portland, Maine, to Portland, Oregon, wear Pezzazz. Your first pair of Pezzazz will recommend more of this wall last oxford so perfectly designed for walking. Four celebrated versions in soft black, brown, blue crocodile calf and white buckskin . . only 8.75

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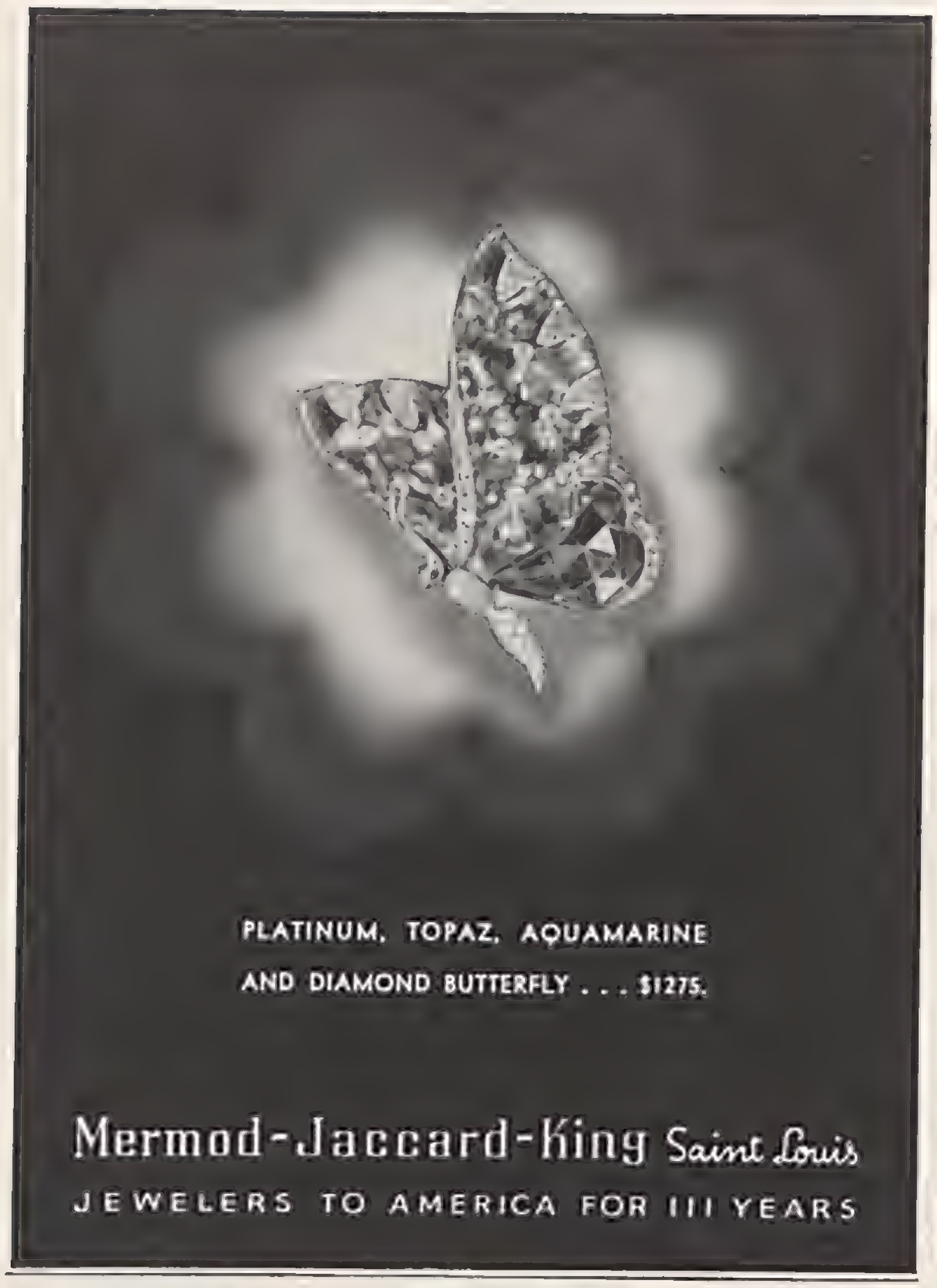

BUY BOTH* AND YOU'LL BE *SET FOR SUMMER

The Stylist Pump . . . to wear in town

The Ranger . . . for everywhere else

Many colors and leathers to choose

Both shoes give you Arnold Glove Grip comfort

M. N. ARNOLD SHOE CO., South Weymouth, Mass.

Shop Hound

Old Scent Bottles: The Questers, that establishment of human bloodhounds who search out old treasure for their clients, have recently made a most interesting collection of old scent bottles. We show here (foreground) a glass bottle the colour of lapis lazuli. It has two silver steppers; $15. In the background is one of amethyst-and-crystal cut-glass; $8. 453 East Fifty-Seventh St.

Pretty Frame: To hold the picture of your best-loved, may your Hound suggest this new frame of twisted glass. We've pictured it in a tortoise-shell finish, but you may have plain colours if you'd rather—pale, misty blue, white, or peach colour. You may have one for a mere $5. It takes a 4¾ x 6½ photograph. For this, you have Scully and Scully to thank. 505 Park Avenue

Coordination: Alice Marks has a fabric department to our liking, manned by Mrs. Libbey, of the interior decorating world. Combing the fabric markets, she has assembled very attractive groups of chintzes, textured fabrics, etc., and coordinated them to save you the time of matching colours. Prices are considerate. The chintz shown here is $1.50. 6 East Fifty-Second St.

VOGUE STUDIOS

COMING NEXT—

Vogue's CAMERA ISSUE

A HANDBOOK FOR AMATEUR PHOTOGRAPHERS

Vogue's staff of famous photographers give you expert advice on the how, when, where and why of successful photography in . . .

VOGUE'S CAMERA ISSUE
On sale June 10th

GOURMET'S GUIDE

selected restaurants in and out of town

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1. and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.). Famous for cuisine and cellar. Luncheon $1.10—Dinner from $1.65 in Main Dining Room. London-Buffet-Dinner before theatre in the Bar $1.10. Air-conditioned.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

SUSAN PALMER'S SEAFOOD & SALAD BAR
4 W. 49
Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

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RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th. Smart but informal. Plaza Room: club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room: luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. William Adler and his Violin.

CHAMPS-ELYSEES
Le Restaurant Par Excellence. Cuisine Française. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25; Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

YE OLDE CHOP HOUSE, 118 Cedar St. New York City's oldest eating place in Financial District. Game, Chops, Sea Foods, Liquors. Open to 8 P.M. Sat. 3 P.M. Harry Kramer, Host. WOrth 2-8061.

CORTILE RESTAURANT—37 W. 43rd St. Delicious luncheon served from 45c—dinner from 75c. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character.

POLISH RESTAURANT
151 East 57th Street—Plaza 3-2816. Authentic cuisine & atmosphere. Luncheon 75c to $1.25; Dinner $1.25 to $2.50. Cocktail Lounge. No cover charge.

THE HEARTHSTONE
15 East 48th Street, near 5th Avenue. PLaza 3-1434
Luncheon from 65c. Finest wines and liquors.
Dinner from $1.00. Open Sundays and holidays.

THE BAROQUE—14 East 53rd Street. A new creation for the enjoyment of good food in an atmosphere of Charm and Elegance—Luncheon—Cocktails—Dinner—à la carte—(moderate prices). ELdorado 5-4195.

BEVERLY, Lexington Ave., at 50th St. Luncheon from 75c. Dinner from $1. Also à la carte. Famous for Ham Steak Tropical—Sliced Chicken Mornay. Our cocktails mixed to please the most fastidious.

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c, Dinner 75c to $1.25.

A LA FOURCHETTE—342 W. 46th St., CI 5-9744
Cuisine réputée
Specialty——Frogs legs provençale
Convenient to all theatres

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner (moderate prices). Spivy sings nightly—continuous entertainment. Reservations, ELdorado 5-9357.

LE POISSONNIER (The Fisherman)—121 E. 52nd St., N. Y. Madeleine's personality and the finest French cuisine make this a rendezvous for gourmets. Dinner $2. Entertainment after 9 P.M. EL 5-9706.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y.
New York's outstanding French restaurant.
New Spring Innovation—Dinner $1.50.
Luncheon Cocktails Closed Sunday PL 3-6426

THE ASTI RESTAURANT, 79 W. 12th St., N. Y. Arias and antipasto in an informal setting. Rendezvous for the operatic. Italian cuisine. Bar. Dinner $1.25. Lunch on Saturday only, 50c.

DRURY LANE
47 E. 49th St. (Between Park and Madison)
Luncheon from 65c. Cocktails. Dinner from $1.00. Town and country menus. Regional American dishes.

ZOË CHASE—115 E. 60th, N. Y. (RH 4-9280) Home-type food at its best. Quiet, friendly service in pleasant surroundings. Summer garden. Luncheon from 35c. Dinner from 85c. No liquor. Closed Sun.

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch. Panchito & his Rhumba.

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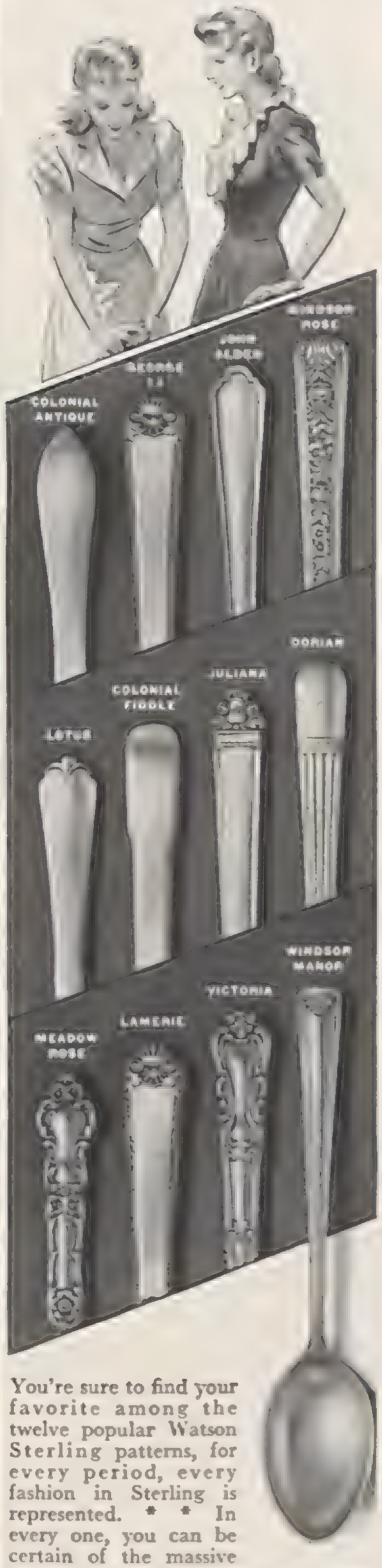

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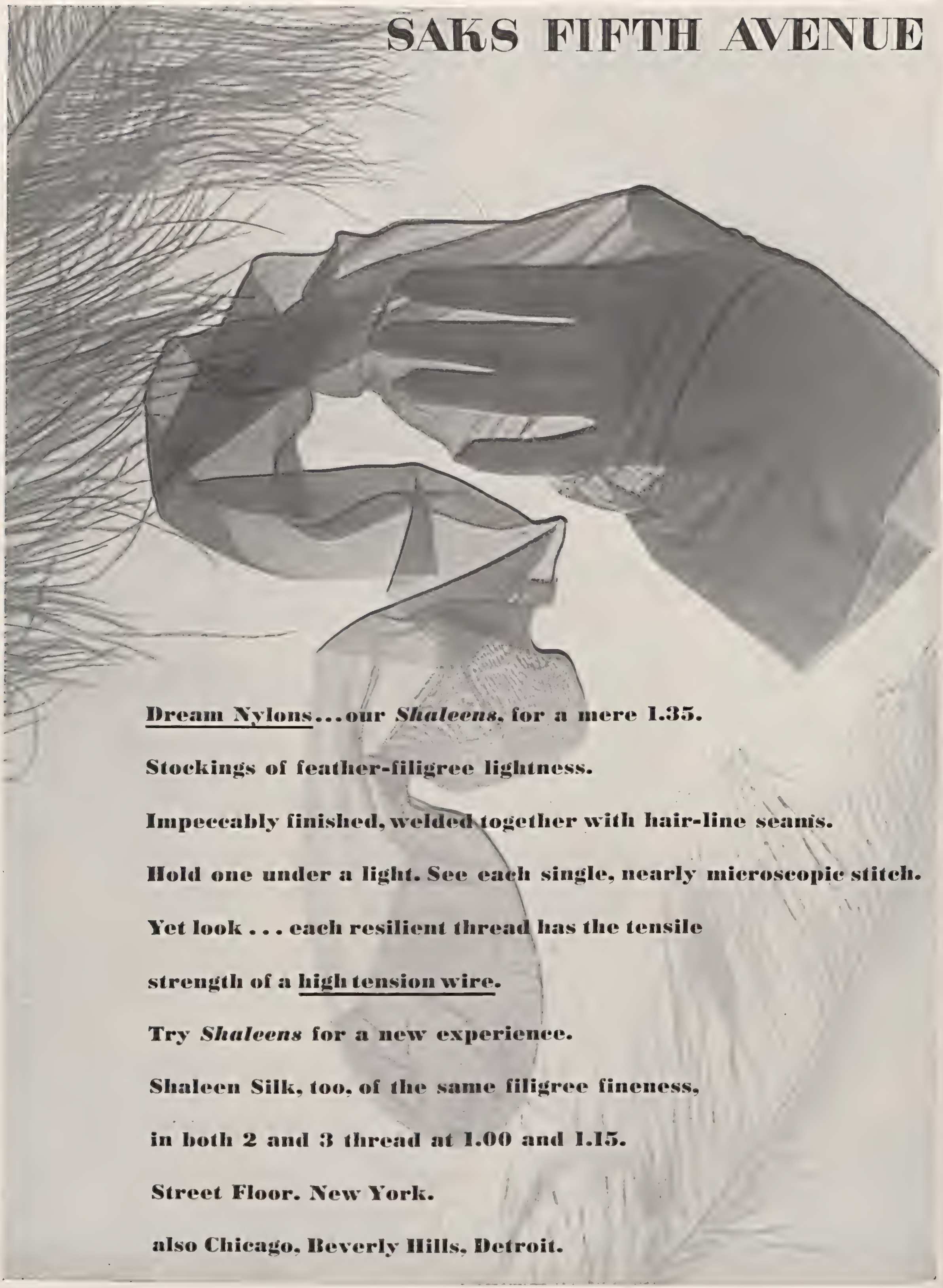
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June 1, 1941

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Gay in three ways—this cover. Gay—the way it repeats itself, ad infinitum. Gay (and factual)—all the where-to-go, what-to-wear news inside. Brightest gaiety for night or country—the coloured stockings. McCallum stockings; dresses; shoes: Saks-Fifth Avenue

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VOGUE'S-EYE VIEW OF THE OPEN ROAD

The "Open Road" was once a slang term...it is almost a sacred term to-day. With so many of the world's roads "Closed"—closed to traffic and progress and civilization—one looks with new eyes on the open roads of this hemisphere. Millions of miles of them stretch hospitably in all directions—highways, skyways, railways, waterways.

• This summer, you will be taking one of these roads. Which one? This issue may help you to decide. Will it be the three-thousand-mile highway across the whole magnificent breadth of America? Then read "Cross-Country by Car," the chronicle of eight such hegiras, by Ward Morehouse...who did his travelling, of course, in a more substantial vehicle than the charming one on this page. (*This* one was painted by Richard Lindner.)

• Will it be a road north, to Canada? A road south, down the new Laredo highway to Guatemala? A road west, to the cypress-twisted Monterey Peninsula? Read about all of them in these pages. Or...if you haven't the appetite for such mass panoramic adventure, perhaps you will spend your summer at the end of a littler road...perhaps at Cape Cod. Robert Nathan tells you of its miles-long dunes, its solitary beaches, its salty New England flavour. And whichever road you take, this issue suggests the right clothes to take...perfect for the road itself and the road's end.

Editor's Note: There is something stirring in America. From the Great Smokies to the Cascade Range, from the Maine coast to the Mojave Desert, people are on the move. They are driving over America's phenomenally good highways—the Columbia River Highway, the Laredo Highway, the Skyline Drive. They are looking, with a new intentness, at white Cape Cod churches, painted deserts, reeling mountain ranges, redwood forests, and flat golden plains. They are finding out about America.

The automobile has brought America to America's door in much the same way that the radio has brought the great music of the world into every room. The automobile and the magnificent roads that have been built for it have made travel in America easier, more comfortable, and more exciting than ever before. But that's not the only reason why so many people, this summer, are taking to the road.

This June, 1941, people are driving across the continent not just to get from one place to another, or to satisfy an annual wanderlust, but to revalue their own beautiful and bewildering country; to see it as a whole, not as a collection of different regions, different sets of opinions; to get the feel of it—all of it.

In a recent speech, President Roosevelt analysed this new phenomenon: "We have eyes to see the beauty of our country this spring as we never saw it in any spring before in the memory of most of us. For a great many people are appreciating our blessings all the more when they realize what blessings so many other millions of people have lost this spring and last spring...."

Many of our readers have, we believe, experienced this same feeling; this same sudden urge to get out and see their own country—now. So Vogue asked Mr. Ward Morehouse, the well-known theatrical columnist of the *New York Sun*, who has driven eight times across the United States himself, to map out a month's auto trip across the continent and back. His article follows.

This pretty motorist may not know her way as far as roads go—here she's asking directions from a game warden—but she does know how to dress for touring. A 1941 version of a 1912 linen duster protects her from collar to hem. (Because the linen is natural-colour, she can wear it with Anything.) In the modest-price range at Henri Bendel. The car—a new Packard Clipper

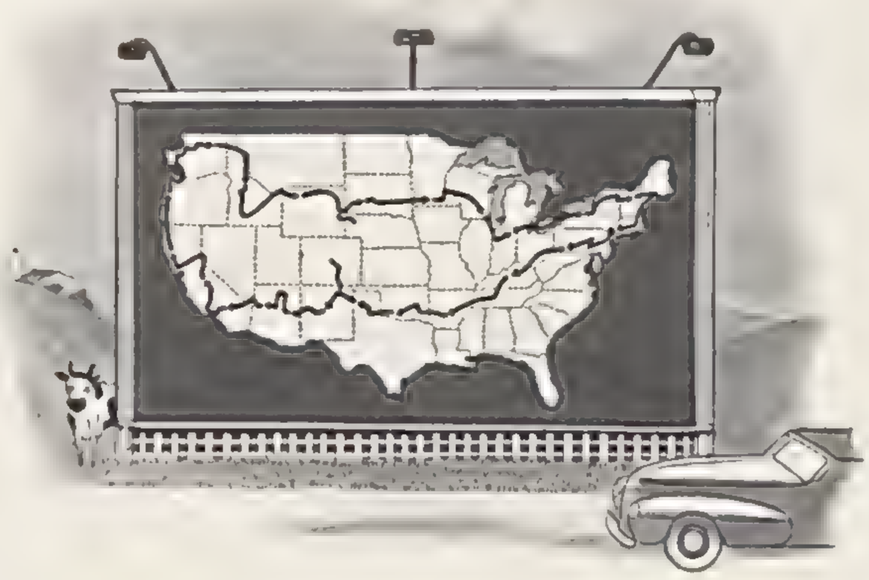
PHOTOGRAPH BY TONI FRISSELL

Mr. Morehouse's Notes: There is such a vast immensity to the United States of America that you could, conceivably, if gas and tires and nerves held out, drive back and forth across America for a lifetime, only occasionally doubling in your tracks. You can drive it the hard, fast way, right smack across the middle of the continent—Omaha, Cheyenne, and the Utah Salt Flats—or you can take two weeks for the job. Or two months. Here is a month's trip that will carry you through about thirty-two states, and give you a mileage total of about 10,000 miles.

A lot of America will go screaming past. Heat, dust, snow, prairies, and peaks. Bank nights and hitch-hikers. Toll bridges, detours, Indian villages, dude ranches, and roadside zoos. Bar-B-Q's, hamburgers, chop suey, and neons. Turbulent cities and drowsy towns, such as Sleepy Eye, Minnesota. Show-boats and side-wheelers on the broad Ohio. Dice and blackjack—all legal—and illegal cock-fights, down Texas way.

It's a summer trip—a June trip—and there'll be some hot weather, probably some sizzling weather. Yet, for six-sevenths of your trip, you will stick to country with an average summer temperature of sixty to seventy degrees, according to the Weather Bureau charts. The other seventh will be spent in temperatures of seventy-five to eighty degrees. Anybody can put up with that.

Anyway, a motorist taking a map of America, and deciding to cross it and re-cross it, is one willing to gamble on heat extremities; to gamble, too, on dust-storms and cloudbursts and possible blizzards in the mountain passes. And gamble even further on expenditures. You can go on a budget (mine is around $700), or you can go the limit. My own idea about spending on a cross-America jaunt is to stay either at tourist cabins—at from $1 to $2 a night—or at the de luxe hotels. You can have a brick cottage to yourself, very snug with hot shower and a good bed, for two dollars; and you get off to a before-breakfast start without fuss or trouble or a dime in tipping. By the time you've driven your five hundred miles, you'll feel entitled to a luxurious day or so at $10 or $15. (I'm thinking now, I suppose, of White Sulphur Springs, Palm Springs, Sun Valley.)



If I were making the ocean-to-ocean motor hop this summer—and I'll probably be doing it and following this very route—I'd start from the front door of Jack and Charlie's "21," or wherever the good-bying happened to take place, and drive first to the Holland Tunnel. (There goes your first fifty cents.) On the Jersey side, I'd stop at a hamburger stand called the Tunnel Lunch, take a perch on a stool, order a cup of coffee, smile at myself in the gleaming chromium urn, and know that I was on my way. The whirl of New York and all the East Fifties lies behind me; beyond, to the south and west, are the excitements of America.

I'd then jot down, "Tunnel, 50 cents," in a trip expense-book. Mileage-makers have found great fun in keeping a record of coast-to-coast expenses to the exact penny. An actor I know, Hollywood and contract-bound, was meticulous in his book-keeping until he reached Reno. He didn't fail to record bellboys tips or toll-bridge fees. Then he went out on his first Reno evening and lost at roulette more than he had paid for his car. The next morning, he threw his budget into the Truckee River.

After your first stop at the Tunnel Lunch, you're ready to start, westbound. The immediate objective is the magnificent new Pennsylvania turnpike, hewn from the rock of the Alleghenies, and you may reach it via Valley Forge and Gettysburg. (There are many who stop over at Gettysburg, regardless of destination.) You take to the pike near Carlisle—they used to play (Continued on page 101)

NEW YORK —most beautiful by night

OKLAHOMA —the soft, rolling, sheep country

WESTON

SAN FRANCISCO —the Embarcadero

SOUTH DAKOTA —taming the Bad Lands

NESMITH

DETROIT —smoke of industry

MARYLAND—the gentle farm country

NORTH CAROLINA—weaving

KENTUCKY—straight American folk art

KABEL

NEW MEXICO—Indians

WESTON

ARIZONA—symbol of a bitter desert road

WESTON

HOLLYWOOD—Dummies on an MGM set

UPPER N. Y. STATE—American mansard roof

SOZIO

NEW ENGLAND—beaches stretching south

JEAN HERSEY

MAINE—"dear Highland Light"

TIRELESS CLOTHES

This is the way you might look if you're touring from town to town...stopping off at hotels where a certain degree of dressing is imperative. You want to be perfectly comfortable en route. To step out of the car neat as when you stepped in. To lunch or dine with no more rigmarole than fresh make-up. This is your costume—a brown-and-white checked coat of spun rayon. A two-piece dress of tawny-orange linen that resists wrinkles, no matter how many miles you cover. A firm-fitting, smallish hat of beige felt. All from Henri Bendel. Oshkosh "Tufraw" cases of long-lived natural rawhide

TONI FRISSELL

FOR TOURING

This is the way you might look if you're eating up miles on the open road... perhaps in the ground-covering new Packard Clipper, as seen above. You catch a bite to eat at little country inns, or perhaps you picnic. This is your costume—one of the new long pull-overs that fits well down over your hips. It's of double-knit red cotton visible farther than a stop-light. A beige rayon shantung skirt—and you know shantung's eternal freshness. Finally, a pale beige cashmere Angora top-coat, to slip on before the sun rises or after it sets. Glare-dispelling Polaroid glasses. Clothes from Bergdorf Goodman

HOME TO TRURO

The summer essence of Cape Cod—little hills and little houses; the warm, still fragrance of scrub-pine and bay, hot in the sun

BY ROBERT NATHAN

YOU'RE on the Cape when you cross the bridge at Bourne. You know it because the air is different—not cooler yet, but sweeter and quieter. I don't know why that should be, but all Cape Codders will tell you. There's no wind to speak of; the wind would be over on the back, or ocean side, or down-cape where the land narrows out. It's warm and still; and a fragrance comes up out of the sandy soil, of scrub-pines and oak and bay, all hot in the sun. You get your first breath of it as you turn left along the canal. The narrow strip of water is green-blue, and running fast. There's a dredge working near the bank.

No use looking at the houses yet; these are the suburbs, modern, ramshackle, commercial. The old homes, the small, square houses with their green shutters, the old salt-boxes, the silvery shingled roofs angled low over the fat, stubby walls, are further on; you won't find them until you pass Sandwich. We're going down-cape on Route 6; Falmouth and Woods Hole, with the heavenly islands, lie to the right of us, to the south. We're not going up that way (down and up on the Cape are upside down on the map)—we're headed east for the narrow land.

It's a matter of where you live, and how you feel about it. Across the Cape, on the ocean side, are the white-flannel towns, Wianno, Centerville, Hyannis, and Cotuit; the Golf Clubs and station-wagons, Filene's and Best, the hospital, the movies, hotels, and a barber shop. And further along, Bass River, Harwichport, Chatham. It has its own life, that side of the Cape. That's where the big houses are; and a lot of forest fires, too, inland, up toward Mashpee. And the best sailing, except for the Hole, and Buzzard's Bay. We don't do much sailing at our end; we'd like to, but there aren't the bays and harbours for it. We just have tides and beaches; and the fisheries at Provincetown and North Truro.

ALL the way down the Cape, there are sweet water ponds and lakes between you and the ocean; over three hundred of them. For the most part, you won't see them, for they're inland; but if you take one of the cross-roads, you'll find yourself in lake country. It's strange; it doesn't look like what you thought the Cape would look like. It looks like bits of New Hampshire, or Maine.

From Sandwich to Barnstable, we creep along a narrow, winding road, with traffic crawling along ahead of us, and trees and houses crowding down to the edge. But at Yarmouth, the home-bound traveller can take a deep breath, and sit up straight again. Yarmouth is one of the beautiful towns of New England—one of the best, with the great elms arching across the road, making a cool, green, shadowy light, and the houses standing behind their little prim fences like so many museum pieces, gentle, ageless, infinitely peaceful. You see what lilacs can do to a doorway.

The gorse is yellow in the fields as we go through the Dennises. In Brewster, the beach plum blossoms, pearlier than apple, are almost gone; there's only a pink froth left on the bushes. In September, the plums will be ripe—purple and red, the size of grapes, low to the ground—and people will come from as far away as Boston to pick them. They grow by the roadside, and up in the hollows; we'll go out and pick our own bushes bare before the rush begins, rather than quarrel with strangers later. We'll put up a hundred jars of jelly red as Burgundy; good to eat with lamb, or on pancakes; excellent for Christmas presents.

AT Orleans, Route 28 swings in to join Route 6 from the ocean side, from the dark, wooded bays of Chatham. And now the road goes north, down the narrow land, through the flat fields of Eastham (you can buy asparagus and strawberries there); past Wellfleet with its dreaming spires. We're nearly home, now; we're in home waters, the Golf Club is just down the road, with its nine shaggy little holes. You're apt to see people you know—Tiny, perhaps, racketing up the road on her way to her new branch shop at Hyannis; or Oliver with a truckload of plants and bushes for somebody's garden. We take the long way round at Pamet Point, to get up onto the downs, to give you your first sight of the Bay, and Provincetown across the water. You're on the wind's high table now; the Bay below is so blue it makes you catch your breath; the afternoon sun shines in your eyes, and ahead of you on the hills, high up as though they stood on the roof of the world, are Truro's three old churches. The road goes down, back to the trees again.

There are only three miles of Truro, running east and west between Bay and ocean, and ten miles north and south, from the Wellfleet line to Provincetown. But there's every kind of landscape mixed up in those thirty miles—from forest lakes where the deer browse, to ocean beaches wide and empty under the high yellow dunes; from rolling downs where the wind always blows, to piney woods aromatic and still. Because everything is so small, and to scale, the little (Continued on page 94)

RAWLINGS • CONDÉ NAST ENGRAVING

Sand Beige, Foam White

A natural anywhere near the sea—the new soft sand-beige. Here it collaborates with white for a shore dinner-dress—rayon+linen, coarse lace. $50. Milgrim; Carson Pirie Scott. Perfect with sand colours—Lelong's "Balalaika" make-up

RAWLINGS • CONDÉ NAST ENGRAVING

Sands of the Sea

A natural on the beach is sand shade—alone or with colour. On the hatted girl, bathing-suit of Celanese rayon. Bolero to match. $32.95. At Bonwit Teller; I. Magnin; Carson Pirie Scott. Second: Celanese rayon jersey suit; $10.95. Best; I. Magnin

Fresh variation on red, white, and blue—red, *sand*, and blue. First: Shorts and bolero of sand silk shantung, red blouse; sum, $21.95. Add a blue turban. Second, play-dress of sand linen; red and blue bands. $35. Both from Saks-Fifth Avenue. Martex towels

Red, Sand, and Blue

RAWLINGS • CONDÉ NAST ENGRAVING

Sands... to Mix with Colour

Summer Notions

KNOT A BLACK MESH SCARF, all sequins and fringe, at the neck of a sports shirt. String leaves through a mesh turban

WIRE FRESH FLOWERS TO HAIRPINS—bright red flowers, say, with a white dress—and thrust several in your hair

TIE A GAY KERCHIEF over white slacks. Pad about the house in a Chinese suit of shiny black cotton, and clogs

CLIP A PUSSY-CAT BOW of organdie at the neck-band of your simplest sweater—perhaps a white bow on stark black

DRAPE A CHAIN OF CHARMS from pocket to pocket of a white shirt. Let the chain be a gold one, thick as Diamond Jim's

THRUST A HANDFUL OF FLOWERS through the belt of white slacks. Clasp a zebra belt on a black dress

SEW PEARLY AND COLOURED BEADS in concentric circles on a sweater—the effect that of myriad bright necklaces

Opposite page

First: The colour of sand in moonlight—slacks, jacket of Celanese rayon sharkskin; jersey blouse. $45. Jay-Thorpe. Jewellery; Olga Tritt

Second: Sand-coloured suit for playing in the sand. Slacks, jacket, weskit of Everfast rayon gabardine. Silk sash. Total, $32.85. Milgrim

Third: Deepest sand for slacks of Celanese rayon gabardine; sand-and-blue jacket. By Brigance. $25. Lord and Taylor; L. S. Ayres

A prophetic silhouette—one to wear and to watch—the tapered silhouette. Romantic full sleeves. A bloused look above the waist. And below—a skirt, long or short, that tapers to narrowness. As in this dress—grey-blue rayon top, brown skirt. Jay-Thorpe

The Tapering

Silhouette

First: New because it's tapering—this grey rayon crêpe dress. Its top is full, but below the waist all is slenderness—the skirt even requiring a knee-slit. Dress from Jay-Thorpe

Second: Tapered lines via pleats. Black rayon crêpe, cool as midnight, pleated from collar to its narrower-than-you'd-expect hem. N.B. —a dress with no age-limits. Jay-Thorpe

The Tapering

A silhouette which you might wear now—and certainly will, by autumn—the tapering one. Here, a full-sleeved, slender-skirted dress of brown rayon. Note tucked shoulders

Second: Pleated and voluminous as to top, straight and narrow as to skirt—this black rayon crêpe dress. Complimentary to hips. • Both dresses: Ben Reig designs at Altman

Silhouette

First: Perfect for the graceful, slim-hipped lines that are an American characteristic—this tapering dress of brown rayon crêpe. Actually, a new version of the shirt-waist

Second: A full-sleeved dolman bodice on this tapering-silhouette dress. It's of black rayon crêpe, tuck-pleated from top to hem. • Both dresses: Ben Reig designs at Altman

Flowering in New England

The 17th century house of Mr. and Mrs. Quincy Shaw-McKean

MRS. MCKEAN WITH A PAIR OF AFGHANS

At Pride's Hill Farm, Mr. and Mrs. Quincy Shaw-McKean have evolved what might be called The Compleat Life. It involves a houseful of paradoxes in an old Massachusetts farmhouse, built in 1660, and added to seven or eight times since.

Behind the neat brown clapboard exterior are tall, high-vaulted rooms, decorated in old Spanish style. A magnificent collection of paintings and sculpture, including pieces sculptured by Mrs. McKean—fill the house. The modern French paintings seem perfectly at home under the old hand-hewn beams in the oldest part of the house.

The gardens have their own originality, as well—simple flowers set in formal patterns, common shrubs clipped into important hedges. Strolling across this old New England landscape—unexpectedly—are the Egyptian Afghan Hounds from their Pride's Hill Kennels. House, gardens, dogs, paintings, and sculpture combine to make an enchanting place to live.

You enter through a door of Spanish grillwork, guarded by a pair of stone Venetian dogs. And you go from there into a long, high-vaulted living-room, filled with modern paintings. In the photograph on the facing page, you may see Lurçat's "Battle of Trafalgar," a large canvas in blues, grey, and pumpkin colour. Looking about the room, you find Gauguin's famous (and often-exhibited) portrait of Meyer De Hahn; Renoir's child, Coco; and over the mantel, a long thin Derain still-life. And modern sculpture, too: a female head in stone, by Lachaise; a wooden giraffe by Alexander Calder; three Degas bronzes; and a bust of George Luks by Mrs. McKean. In this room, and all through the house, the windows are of grillwork.

Down one side of the house is a checkerboard bed of red, white, and blue flowers. The most dramatic individual bit of planting is a tall screen of espaliered apple-trees, standing not against a wall, as you'd expect, but several feet away, forming a wall of its own, by the pool in the court off the living-room. The gardens surrounding the house are planned in relation to the rooms, which look out on them. For instance, Mrs. McKean's bedroom is decorated with pots of white lilies; and through the windows, you can see a (Continued on page 92)

A WALL OF ESPALIERED APPLE-TREES, RUNNING ALONG BY THE POOL IN THE COURTYARD

MRS. MCKEAN'S ROOM; HIGH, WHITE, SPANISH

EZRA STOLLER

EXTERIOR OF MR. AND MRS. QUINCY SHAW-MCKEAN'S HOUSE, SURROUNDED BY TERRACES AND GARDENS

MRS. MCKEAN'S BATHROOM, WITH FLOOR PAINTED LIKE A PINWHEEL

THE LIVING-ROOM; HIGH CEILINGS, MODERN PAINTINGS

Shady Hats...

NATURAL STRAW HAT. All at once, every woman in New York wants a natural-coloured hat. For these pale, creamy shades are so becoming—to fair skins or golden skins; dark hair or tawny hair. They look cool. They go obligingly with your beige or bright shantungs; black linens; bright accessories. On this bonnet—a red bow. John-Frederics; L. S. Ayres, Indianapolis

NATURAL FELT MUSHROOM HAT. Last year saw the pale, pale felt hat come into its own, for summer. This year, past experience will make you want one again—perhaps this pale beige felt. It weighs no more than a nimbus. It shades your face, coolly. You'd wear it with your beige shantung suit—and perhaps carry a red bag, to match the bow. John-Frederics; L. S. Ayres, Indianapolis

...Naturally!

HORST

BANGKOK HAT WITH ZEBRA. This is one of 1941's new naturals—doubly news because of the zebra-skin hatband. With it, you carry a whopping zebra-skin bag. (Hat and bag would be perfect, on sultry evenings, at any night-club but El Morocco.) To complete the picture, a creamy-white silk suit and a cave-black blouse. Or a black shantung dress. Hat and bag; Lilly Daché; Ransohoffs

NATURAL BANGKOK PICTURE HAT. The pale, natural colour you like; the graceful, face-shadowing brim that men like—both combined in this pretty summer hat. What's more, it's as cool as anything you can put on your head, as any right-minded resident of the tropics will tell you. Around the crown and under the brim are lacy designs in jet beads. Lilly Daché; Bullock's-Wilshire

Designers' Tricks

Sophie Gimbel

Miss Jessica

Fira Benenson

DESIGNING is the profession of these five women. And while most of their time is spent making other women beautiful, here are some clever things they do when they turn their talents on themselves.

FIRA BENENSON designs capes, loves capes, and wears capes—day and night. She believes in the repetition of a good thing. Capes like the brief one on this black dinner-dress. Other tricks: She strings old jewelled rings on a bracelet. She wears topaz earrings to match a clip. She trims cerise evening slippers with lace, or yellow slippers with diamanté to match a dress.

SOPHIE GIMBEL invented for herself these scarf-turbans—now people clamour for them. They're of jersey, combining from two to six colours. Here, she wears one as a scarf, another as a turban...adding a butterfly clip and earrings.

HATTIE CARNEGIE is another believer in repeating a success. She designed this heart-shaped hat that sits on her pompadour ...and repeats it in half a dozen colours. Her lily earrings match her pearl-and-enamel lily clip.

MISS JESSICA invents, impromptu, her evening headdresses. Using a length of tulle or chenille veiling or sequin-starred net, she ties up her head and pins on fresh flowers or jewels or a bright velvet bow.

MADAME VALENTINA thought up this ingenious trick for herself. A voluminous overskirt of royal-blue chiffon to tie over a pale blue chiffon dress. On her way to a party, she wears it like a hooded cape draped over her chinoiserie coiffure.

Stockings in the News Again

GO AHEAD. Believe your eyes. You're seeing in this issue the two newest ideas for America's beautiful legs. Bright silk stockings. Black stockings. After all these years of a quiet, self-effacing life, stockings are changing their complexions...taking to bright, delightfully shocking colours: violet, cerise, green, yellow, blue.

Think of the exhilaration these new stockings can bring to your wardrobe. Think of the new ways they can introduce colour into a costume. But don't think that all your stockings should flame into gaiety. For the normal walks of life, cling to your beloved beige ones. Venture bright ones only when the time and place and costume warrant drama. One ideal time is at night—as the cover of this issue shows. And one ideal place is the country—see opposite.

BLACK—so deceptively sheer they don't look black—are the stockings just above. The return of provocative black stockings is another new happening in the stocking world. And nothing ever had more *femme fatale* allure. As Can-Can girls knew. As Marlene Dietrich knows. As men know. As women know. From five o'clock on, you'll see them—with long skirts and black-and-gold sandals as above; with short-skirted café-black dresses. Those above are the image of the ones you used to get in France. The same low heel guard. The same almost invisible back seam. They're Tabarin stockings; you can get them in silk or 30-denier nylon—at Saks-Fifth Avenue.

SANDAL-WEARERS—science has at last invented a stocking that is your wish-fulfilment. A nylon stocking without any reinforcement at toe or heel. A stocking so sheer your foot appears to be barefoot. And a stocking, at the same time, so sturdy that toes won't go poking into the open before you've crossed half the dance floor. One wearer of these new stockings testifies that two pairs outlived dancing every night on a fifteen-day cruise, and at the end of the cruise, both pairs were as sound as ever. These phenomenal stockings, made by Sapphire, appear in a subtle beige shade that you can wear either day or evening. Best has them.

NOTA BENE: These bright stockings, these violet, cerise, green, yellow ones, are certain to focus attention on your legs. Be sure your legs deserve being a focus of attention. For while pretty legs will look prettier in bright stockings, not-so-pretty legs would do better to stay in unobtrusive shades. Bright colours produce an optical illusion of Size. Consider that. Consider, in fact, these stockings only when costume and occasion call for something special. And then, wear the very best examples you can find. Cheap editions are fatal. Colours must be true, quality fine. Otherwise, much of the effect is lost...and you're left without a leg to stand on.

Opposite

A scene you've never seen before this summer. Three pairs of pretty legs knee-deep in colour. Three pairs of bright silk stockings—the gayest new idea for the country. Just as you've worn bright wool stockings for skiing, golf, or active sports, now you'll have the fun of wearing bright silk stockings for spectator sports, garden-parties, Sunday luncheons. They're dramatic, and they take wearing. They're happiest with white dresses or prints predominantly white. With white shoes or shoes to match. And with, need we say, pretty legs. All shoes and McCallum stockings; Saks-Fifth Avenue.

HAMLINGS • CONDÉ NAST ENGRAVING

Country stockings —
bright and shocking

ICE CREAM PARLOR

MAKE UP *for the Sun for the Moon*

MAKE-UP is a woman's wise way of make-believe...a magic that creates for you the illusion of being more radiant, or more fragile, or simply more beautiful than you really are. With lipstick, you make believe your lips are bright red and shining-smooth. With eye shadow, you make believe your eyes are deep-set and wide-spaced. With coloured sun-tan lotion, you make believe your skin is golden-bronzed. These are your pretendings, your gentle deceptions.

In the summer, though, your make-up has to be protective, as well as deceptive. It takes on a new job, the job of protecting you from all the would-be ravages of sun and wind and water. We've tried to deal, here, with the chief beauty problems you're likely to encounter...but if there's some special extra irritant in your life, ask your favourite beauty salon for further advice.

Plight One: Week-ends. Women with jobs often find themselves, to their despair, having two days a week in the country to tan, and five days a week in town to fade. No situation is more dependent on the right kind of make-up. If you like to tan, and you tan fast, and you keep your tan, this will be no problem for you, of course. If not though, decide realistically, right at the beginning, that you're not going to try to compete with women who spend their whole week in the sun. Over the week-end, pretend you are tan...by using a coloured sun-proof cream or lotion. (That way, Monday won't find you with a horror coat of lobster-red across your anguished face.)

Be careful about the make-up you use over your coloured sun cream. Instead of rouge, put a darker, rosy foundation cream on your cheeks. Be faithful to a clear red, or a slightly orange-red lipstick. In the evening, maintain the illusion-of-tan with a dark foundation cream. Try blue eye shadow with just a breath of rouge over it...and a coloured eyelash cream instead of dark mascara.

During your week in town, you could go on with the sun-tan look or go back to your own fair untannedness. In any case, try to change your make-up at least three times a day. Carry in your hand-bag a small bottle of liquid cleansing cream and a transparent foundation lotion; re-do your entire make-up when you begin to feel warmish and sticky, and you'll look infinitely cooler and fresher. When you renew your lipstick, wipe your lips completely clean before you do them over. A single smooth coat of lipstick is more run-proof against the heat.

Plight Two: Dinner Hour. Whether you are dining in the country or on a terrace or roof in town, your make-up has to face the transition between daylight and night-light. Keep both kinds of light in mind when you choose your make-up, or you're liable to look rather strange in the light you didn't reckon with (flushed and overpainted at soup-time, if you start out made up for night-light, or wan and colourless with the coffee if you came made up for day). Use rouge with a slight raspberry tone ...it brightens under electric light, and makes a safe night-and-day compromise. Have your eye shadow a greenish blue...it makes the most amiable transitions between the dark and the daylight.

For night-time, you can even afford tiny exaggerations in your make-up technique. Run your rouge up high at the temples, into the hair-line. Let your eye shadow curve up in the corners. Carry the line of your eyebrows out at the sides; don't let them slant downwards. Rouge the corners of your upper lip as well as the centre. All these upward lines make you look younger, happier.

Plight Three: If you DO Tan. That shining, unpowdered look is definitely a beach fashion, becoming only if your skin really has a brilliant aliveness. (Not if you look burned and parched!) You get the right kind of gleam by rubbing in a special jelly or sun-tan cream or lotion several times a day; use no powder; permit no dryness. Use brilliant, clear red lipstick, no rouge, and a warm, dark foundation cream on your eyelids instead of eye shadow. (If your sun-glasses have left white moons around your eyes, cover these, too, with dark foundation.)

The unpowdered look...face it...isn't really very glamorous with evening clothes. Much nicer, and just as white-making to your teeth and the whites of your eyes, is very dark powder. And remember to use a rosy foundation cream on your cheek-bones instead of rouge.

Plight Four: Water Ways. If you frankly can't bear to be seen without make-up, and you dread the revealing moment when you come out from a swim, use water-proof make-up that water can't disturb at all. If you put it on carefully, you can look completely natural (only better, of course). And it actually will protect your skin, as well. You can (Continued on page 103)

Opposite: Cool and frosty as lime-ice—a summer-new dress of silk chiffon. Regard its gentle, low-draped cowl, soft tunic. $69.95. Bonwit Teller; Neiman-Marcus. With it—"Raspberry Ice" make-up by Charles of the Ritz...it doesn't glare in daylight, nor "fade" in electric light. Tongue-in-cheek setting by Laurence Colwell, who also designed the cosmetic containers

PHOTOGRAPH BY RAWLINGS

Mrs. Sidney Legendre snaps Guatemalan Indians

Flight to Guatemala

"Six determined tourists, we chartered a plane and spent a week in Guatemala"

By Gertrude Sanford Legendre

THERE were six of us—Mrs. Harrison Williams, Toni Frissell, Harvey Ladew, Tom Eastman, my husband, Sidney, and myself. And we were six of the most determined tourists that Guatemala has ever had, the kind that revels in local colour and wants to sample all the local fruits, foods, drinks, clothes, and sights. Besides, all of us, except Mona Williams and Tom Eastman, were eager photographers of the true tourist type, leaving a trail of bribed—and sometimes angry—Indians all over the country.

The trip started that way—eagerly. We didn't have the time to spend three lazy days on a United Fruit boat, so we chartered Harold Vanderbilt's plane and made the twelve hundred miles from Palm Beach in six and a half hours. We flew over the coral reefs and iridescent blue waters of the Caribbean, over the banana plantations of British Honduras, over the high ranges of the Sierra de las Nubes. Finally, after flying up a valley between seven-thousand-foot peaks, we circled over white, two-storied houses, a cathedral, and countless blue-flowering jacaranda-trees, and landed at the airport of Guatemala City. As we stepped off the plane, we noticed the smell of burning cedar-wood, carried by the wind from the mountains, where Indians were clearing their fields before the rains.

With only one evening in Guatemala City, we rushed to see the sights. We found a wonderful open-air market in the square, still full of people, although the sun was setting. Copper-coloured Indian women in rainbow shawls squatted over baskets of bright fruit. The ground was covered with straw mats, heaped with magenta rope, striped hammocks and sky-blue pottery. Women passed, carrying on their heads huge baskets of bobbing calla-lilies and curiously calm chickens, cheek by jowl. In one corner, a man sold iguanas (small dragons), with string tied round their mouths so that they could not snap at the passers-by. On the roofs of the market sheds, vultures flapped their wings and fought over scraps. We had left Palm Beach only that same morning, but it seemed very far away.

We left by motor early the next morning for Antigua, stopping at a lovely little Indian village called Palin. In the village square, there was a huge ceiba-tree bearing both flowers and fruit, a tawny-yellow stucco church, and a group of Indian girls in red skirts and kerchiefs, selling fruit. We photographed them from every angle and went on to Antigua.

Although almost completely destroyed by the earthquake of 1773, Antigua is still a most impressive monument to Spanish-colonial grandeur, with stone fountains, coats of arms carved over imposing stone doorways, and the ruins of beautiful, baroque churches. We visited the fascinating inner courtyards of the Popenoe house, where the old stone wells are smothered in sweet-scented vines, and lunched in the patio of a charming inn, under a purple bougainvillea. (I remember the lunch started with alligator-pears, covered with some strange, delicious sauce.)

The drive from Antigua to the famous Lake Atitlán took us over a plateau, dotted with groves of eucalyptus-trees; through wooded valleys, up steep mountains with hairpin turns and clouds of dust.

We passed little clusters of Indians, dark-skinned, stocky people, with straight black hair. All the men wore brilliant white shorts (Continued on page 100)

TONI FRISSELL

Right. Take-off from West Palm Beach: Mr. Sidney Legendre, Mrs. Harrison Williams, Mr. Harvey Ladew, Mrs. Legendre—the author—, and Mr. Thomas Eastman

VENDORS IN THE NATIVE MARKET AT SANTIAGO ATITLÁN

AT LUGONA, MRS. HARRISON WILLIAMS BUYS A SKIRT

Colour of the

WATER-CARRIERS ON THE SHORE OF THE CRATER LAKE, ATITLÁN

DRYING COFFEE IN THE SUN ON A PLANTATION NEAR ANTIGUA

INDIAN CHURCH ON THE SQUARE AT CHICHICASTENANGO

MRS. SIDNEY LEGENDRE RIDES A NATIVE SADDLE, WEARS A NATIVE HAT

Country

PUBLIC LAUNDRY OF A NATIVE VILLAGE NEAR LAKE ATITLÁN

PHOTOGRAPHING GUATEMALAN LOOT

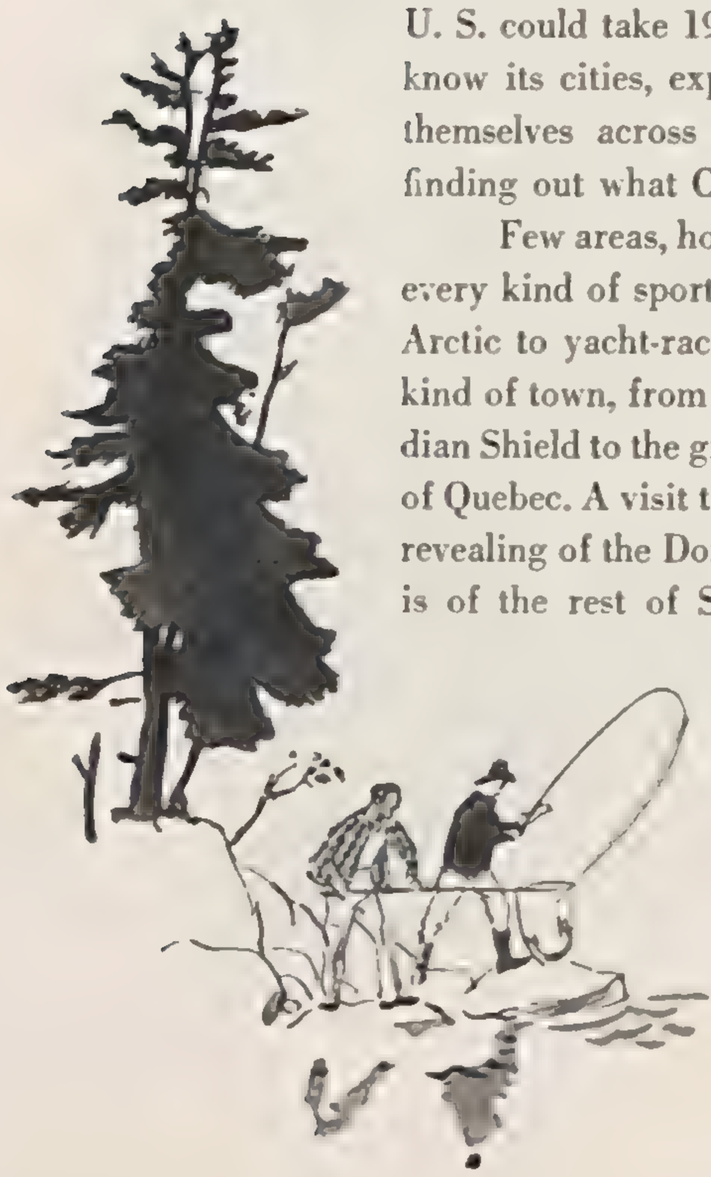
IN HALIFAX, THE ROYAL CANADIAN AIR FORCE IS EVERYWHERE

Canada Has

Cities, antiques, Travel unaffected

CANADA is raw wilderness and Old-World witchery. It is English, French, Scottish, and American. It is bigger than the whole of Europe—yet it has only ten million inhabitants, a mere handful compared to the U. S.'s 130,000,000. It is sophisticated and utterly naïve; restrained as a younger son of the British nobility; and exuberant as a baseball game. Last year, fourteen million Americans went to Canada (at the same rate, the U. S. could take 190,000,000 visitors), learning to know its cities, exploring its fastnesses, spreading themselves across its fantastically varied length, finding out what Canada has to offer.

Few areas, however vast, could offer so much; every kind of sport, from whale-harpooning in the Arctic to yacht-racing on the St. Lawrence; every kind of town, from the prairie villages of the Canadian Shield to the grey French cities of the Province of Quebec. A visit to one part of Canada is no more revealing of the Dominion than a Havana week-end is of the rest of South and Central America.



The war has not changed travel in Canada. There are some "restricted" areas where no one can go, some places of military and industrial importance where you are forbidden to take photographs. But they are few and small, in that vast expanse of land. On these four pages are twenty-three places that will give you a cross-section sampling of the country, ranging from luxury to log-cabins, from sedate sightseeing to high adventure.

NOVA SCOTIA. Jutting like an inquisitive ear three hundred miles into the Atlantic, northeast of Maine, are the Maritime Provinces—Nova Scotia, New Brunswick, and Prince Edward Island. They are mellow, Old-World settlements, coiled like a girdle around a piney wilderness, held together by pride, genteel poverty, devotion to England, and such a heavy Down-East accent that the speech of the natives often needs translation into English.

Clockwise around Nova Scotia, the lobe of the ear, is a succession of little towns that no one should miss—all connected by an excellent motor road and the continuous *tonkle, tonkle* of ox-carts. There is German-speaking Lunenburg, founded by George III. for his loyal Hanoverians, with a great old wooden hotel called the "Ich Dien," from the Prince of Wales' motto. Wedgeport, from which high, lookout launches sail out to Soldier's Rip, a mile-wide river in the ocean, to pull in the world's biggest tuna. Yarmouth, with its harbour full of square-riggers, like a scene painted on eighteenth-century Delft china. French Coast, where Acadians have lived in placid isolation since the days of Evangeline, weaving blankets, speaking an inbred *patois* no longer recognizable as French.

There are hedgerowed fields and orchards, cottage industries and white roads at Annapolis Royal, a town as English as any in Surrey or Devon. There is a glass-enclosed swimming-pool at the Pines Hotel in Digby. And at Pictou, at the Lodge, there are fish tanks where you can net your own lobster or bass and have it served up piping hot.

Everything and great wildernesses — by the war

By A. R. Schiller

ON THE GASPÉ PENINSULA—THE PLACID LITTLE VILLAGE OF STE. FLAVIE

IN NEWFOUNDLAND—STEEP HILLS, DEEP BAYS, AND HERDS OF SHEEP

HALIFAX, capital of the Province of Nova Scotia, is exactly like England's Portsmouth or Dover. It has narrow streets, old buildings, fish-and-chip houses, and, like those towns, it is a seaport at war. In the dead of night, troops march without fanfare or farewell to the transports that carry them to the Empire's battlefields. Destroyers slip into the harbour, sometimes battle-scarred from convoy duty. The streets are full of aviators in the uniform of the Royal Canadian Air Force, and of Canadian sailors, with trousers as wide as a girl's skirt, billowing as they walk.

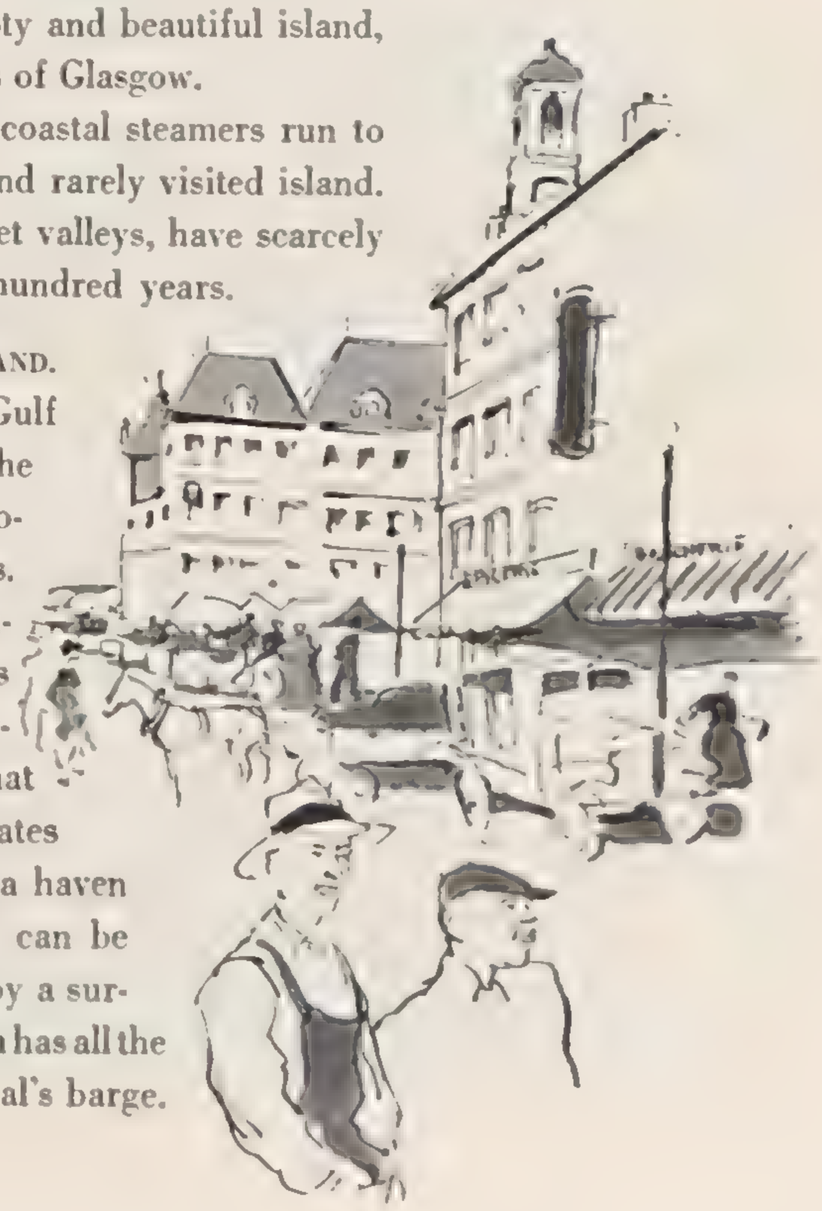
Airliners approaching the city are darkened, as heavy canvas blinds, which are controlled from the pilot's cabin, slip down on steel wires to cover the windows. The whole city is open to travellers, except for Bedford Basin, the great convoy rendezvous for ships from all over the North Atlantic. This is a forbidden sight, a secret from all but the sixty thousand inhabitants of Halifax, the visitors, and the foreign spies, since the main highway and the railroad both run round its shore in full view of the ships. (Every one in Halifax makes the tour around the Basin, as a regular Sunday-afternoon drive.) The Basin may be jammed with fifty vessels in the afternoon, empty the next morning—and the sixty-odd thousand people know that a convoy has slipped out quietly in the night.

IN HALIFAX—THE HOUSE OF NOVA SCOTIA'S LIEUT.-GOVERNOR

CAPE BRETON ISLAND, just north of the Nova Scotia peninsula, is as Scotch as Nova Scotia is English. It is a rough land of heather, firs, lochs, braes, bagpipes, and porridge, where a shout for "Mac!" would bring almost the entire population on the run. Sydney, at the northern tip of the island, is so close to Europe that blackout notices are posted in all the public buildings. Around its coal mines, to complete the Caledonian setting, they have somehow contrived, in that empty and beautiful island, to duplicate the rural slums of Glasgow.

From Sydney, small coastal steamers run to Newfoundland, a rugged and rarely visited island. The little towns, set in quiet valleys, have scarcely been changed in the last hundred years.

PRINCE EDWARD ISLAND. West of Nova Scotia, in the Gulf of the St. Lawrence, is the smallest and the most colonial of Canada's provinces. Like Nantucket or Bermuda, it lives snugly behind its sand dunes, so closely armoured in its own affairs that news of the world penetrates only in faint echoes. It is a haven for claustrophiles, since it can be reached only by plane, or by a surprisingly dapper ferry, which has all the spit and polish of an admiral's barge.



(Continued from page 65)

Canada—Ocean to Ocean

NEW BRUNSWICK. Across the Bay of Fundy from Nova Scotia are the towns of New Brunswick—Thomaston, Vanceboro, Chipman—built by Tory refugees from the American Revolution in nostalgic likeness of the villages they had left behind them. There are white clapboard churches and covered bridges, like those of colonial New England; old country houses copied after Carolina plantations; brick street corners like those laid in Philadelphia one hundred and fifty years ago.

Visitors to the Bay of Fundy's harbours are startled by the lunatic sight of big ocean freighters, being loaded with supplies for England, standing high and dry in the mud. Three hours later, The Bore, the spectacular Fundy tide, roars in, and the ships float in thirty-five feet of water. The road from near-by Saint Andrews to Ministers Island is dry at low tide, under twelve feet of water when The Bore rides in.

NEAR JASPER PARK—WILD LAKES, HIGH MOUNTAINS, AND PROSPECTORS

AT MURRAY BAY—THE SLEEK SWIMMING-POOL OF THE MANOIR RICHELIEU

IN THE PROVINCE OF QUEBEC—A HABITANT'S FARMHOUSE

ST. ANDREWS, another of the New Brunswick towns, can be reached from Maine by a rickety ferry across Passamaquoddy Bay. It is a sleek, well-groomed place, with an excellent hotel—The Algonquin—at the edge of the great New Brunswick hinterland. Sportsmen come here from all over the United States and Canada, to hunt the King's preserves, for moose and salmon. Reverent golfers come for St. Andrews' queer old course, a replica of the ancient St. Andrews in Scotland. Launches sail for the 'Quoddy Islands of Grand Manan and Campobello, summer home of the Hyde Park Roosevelts.

In northern New Brunswick is Moncton, first stop on the Great Circle air route from New York to Europe. Canadians don't talk about it. An American journalist, landing at the airport last autumn, noticed three new camouflaged Hudson bombers on the opposite side of the field. Armed sentries kept sightseers at a distance. The planes took off, circled, and headed northeast to Newfoundland. As the grey-moustached RCAF commandant waved a swagger-stick in farewell, the journalist approached him.

"Are those planes flying across the Atlantic to Britain?"

The commandant stared, adjusted his monocle. "Planes!" he said, frigidly. "What planes?" Turning to an aide, "Adjutant, have you seen any planes?"

"Why no, sir," said the adjutant, blankly, "haven't seen a plane here in quite some time." Without another word they marched off the field.

ST. LAWRENCE VALLEY. This great section of Canada, stretching from the Great Lakes to the Atlantic, takes in the southern part of the Province of Quebec, the cradle of Canadian history, the richest travel vein north of our border. It is France of the *ancien régime*, devoted to its past and its Church. The eighteenth-century *patois* is easy to

IN VICTORIA—THE PARLIAMENT BUILDINGS OF THE CAPITAL OF BRITISH COLUMBIA

read, but it sounds as quaint to Paris-trained ears as Shakespearian English would to a Londoner. Half a mile off the beaten track, Frenchless travellers are reduced to pantomime, pictures, and tears to make themselves understood. Families of fifteen children are common. Without the addition of new blood, there are only the few hundred names of the original families to go around, and Roys, Dionnes, Lapointes, appear in every town, occupying long columns in city directories. The people all look very much alike—not handsome, but rugged and pleasant—but occasionally and unpredictably, they will produce a startlingly beautiful blonde, throwback to the ancient Vikings who conquered Normandy, from which these Canadians' ancestors came.

French Canadian *habitants* love to have their photographs taken and are not at all self-conscious. But they puzzle tourist photographers with their habit of springing to attention the moment a camera is leveled at them. It is because every French Canadian, at some time in his life, has a portrait taken to leave with his family when he dies. He can never be sure exactly when an unknown passerby will take the photograph that may turn out to be his official death picture. Naturally for this he wants to look his dignified best.

THE CITY OF QUEBEC, in the heart of the Valley, is like the most provincial French city, with a crenelated wall and a stately château. It is sharply divided in two—geographically and racially. On the Heights of the Plains of Abraham, where Wolfe broke the French hold on Canada and heralded the American Revolution, stand the Parliament, the hotels, the homes and symbols of British authority.

Clustered around the base of the cliff, under its protection, stand the little grey buildings of the French Lower Town, with narrow dormer-windows and roofs steep enough to shed the winter snows. Priests pace the twisting streets in shovel hats and soutanes; friars, in sandals and robes; and nuns, with flowing coifs and big baskets, on their way to market. On the slope between the two sections of the city stand the Cardinal's Palace and the houses of the religious orders, real rulers of French Canada.

On Sundays and warm evenings, everyone in the city comes to stroll on the boardwalk of the upper town, overlooking the St. Lawrence. But they now stop short of the old Citadel on the Plains which has been turned into a guarded, wire-enclosed concentration camp for German civilians.

CÔTE DU NORD is the more northern part of French Canada, a country of two-thousand-foot mountains and lost little valleys, of wayside shrines and unspoiled villages. These villages are all cast in the same (Continued on page 98)

LUIS LEMUS

Mr. Samuel F. B. Morse, Del Monte and Carmel Valley landowner, carves the steak for the famous barbecues at his River Ranch

Mr. and Mrs. R. Lent Hooker—she's the former Nancy Morse

LEMUS

Mrs. Hooker, at a barbecue on her father's River Ranch, where she and her husband spend week-ends

The Cypress Point Golf Club at Del Monte—proud of its course, its cypresses, its rocks crowded with barking seals

ON THE PENINSULA OF MONTEREY

Del Monte and the Carmel Valley—
seashore and mountains,
resort life and ranching, side by side

Mrs. Henry Potter Russell (she was Helen Crocker) and her son, Howland, inspect a mare and foals on their HH Ranch

LIKE a philosopher's garden—a world scaled down for the comfort of man's soul—the Monterey Peninsula repeats all the extravagant beauty and the startling contrasts of California. There are long stretches of flat Pacific beaches; little fishing villages; and steep, dramatic mountains. At the edge of these mountains is the rich, horse-breeding ranch country of the Carmel Valley, where most of these photographs were taken.

In the Carmel Valley, twenty minutes from the Coast, there are no fogs. The horses flourish on grass as blue and as rich as Kentucky's, in air as sunny and burning-clear as Wyoming's. The land is divided into big working ranches, dotted with rambling, comfortable country houses. One of the best-known is the River Ranch, belonging to Mr. Samuel Finley Breeze Morse, where Mr. Morse gives his famous barbecue parties.

Two other valley ranches, known on every California race-track for the horses they breed, are Mrs. Vanderbilt Phelps' Los Laureles ranch and Mr. and Mrs. Henry Potter Russell's HH Ranch. Mrs. Russell, who was Helen Crocker, is one of California's greatest race enthusiasts. She spends most of the year in the Valley, supervising her stable. Mrs. Phelps, the former Muriel Vanderbilt, came here some years ago, and her ranch is one of the best breeding ranches in the Valley. It has, too, a story-book completeness, with all the cowboys dressed alike, riding on silver-studded saddles.

Twenty minutes away, on the Coast, are the wild, romantic cliffs, broken rocks, twisted cypresses of the community of Del Monte. Though many Carmel Valley landowners also have houses in Del Monte, the atmosphere, as well as the scenery, is completely different. It is a resort life, with golf, bathing, tennis, and polo. The Del Monte Hotel is big and luxurious; the houses and gardens, formal and beautiful.

Del Monte and the Carmel Valley are two facets of a lovely peninsula, two bright beads on the long, exuberantly varied necklace of the state of California.

SIX PHOTOGRAPHS BY JOHN SWOPE

Mr. and Mrs. Eric Tyrrell-Martin; he is captain of the Pebble Beach Polo Team

Cowboys and the corrals of Los Laureles, Mrs. Vanderbilt Phelps' breeding ranch

Mrs. Phelps with a Los Laureles cowboy (they all wear red shirts, tan breeches)

Miss Eleanor Frothingham in Café-Black

Under Twenty

Café-black dresses under $20 for young evenings of dinner and dancing for two

A NEW category of dress has emerged this year—this quite different year of 1941. It's a dress that fits the pattern of current evenings...impromptu evenings that begin at 5 P. M., end at midnight when your young man in khaki dashes off to his train.

It's a sheer black dress—the prettiest you've ever worn. Street-length—but a far cry from the black dress that goes from office to engagement. We call it the café-black... showed you a few in our last issue. Here are more—Under-Twenty versions that explode the fallacy that Black Can't Be Young. As you see, these black dresses don't add a moment to the age of the girls we photographed—pretty blond Miss Eleanor Frothingham, of Boston, and Countess Cassini of Washington.

All the legendary allure of black is in these dresses. With them, you'll wear a lace-shadowed black cart-wheel or a tiny Malines hat (nice for dancing). You'll wrinkle black gloves to your elbows. And you'll add glittery paste diamonds, moony pearls.

This page

• Top photograph: Miss Eleanor Frothingham, of Boston, in starched silk chiffon; under $20. Black mesh snood; Malines bow. $4

• Lower photograph: Countess Cassini in sheer black Celanese rayon crêpe; under $20. Linen hat with lace; $12.95. Trifari pearl beads; $2.95

Opposite page

• Miss Frothingham in sheer black Celanese rayon crêpe, blue grosgrain belt; under $20. Chenille pill-box, Malines chou; $6. Six-button black gloves; $3.95. Pins; $2 each

• Everything on both pages from Milgrim; Marshall Field; Frederick & Nelson, Seattle

• Mexican furniture from W. and J. Sloane

MISS ELEANOR FROTHINGHAM IN STARCHED BLACK SILK CHIFFON

COUNTESS CASSINI IN BLACK CRÊPE AND BLACK LACE

WRAPPED HATS

Here are hats for the open air. Hats for bus-tops, open cars, any sort of travelling. Hats you wrap yourself—securely pinioning your hair. First: Turban of white wool jersey, bright yarns. $3; Bonwit Teller

Second: A turban of Roman-striped rayon jersey, with its own neat-making, hair-coloured snood. Here the turban's draped to one side, like a sheik's, but you can do other things. $5; Saks-Fifth Avenue

Third: A close little hat in three parts. You wrap on one bandeau of red strawcloth. Another, of green strawcloth. Then you clap on a white pancake beret, and anchor all together with gilt pins. $7.50; Altman

TONI FRISSELL

TIPPED HATS

Here, once again, are your beloved little hats that tip forward. You've tried changes from them for awhile—but suddenly they look new and fresh. First: Tilted white piqué hat; feather wings. $12.50; Russeks

Second: White Panama used newly for a Homburg—decorated, as Panama has never been decorated before, with a black velvet band, black jet ornament, tulle veiling. The hat dips in front. $12.50; Altman

Third: An eye-shadowing sailor of striped straw, with that tilt to it you may have been missing subconsciously. The blue stripes are painted on white. Big bag to match. Hat, $12.75. Bag, $15. Franklin Simon

Wool Suits

FLOATING back into top favour this year is the knitted wool bathing-suit. Its remembered virtues are intact. It flatters all ages and figures. Keeps its shape. Never hinders your stroke. Warms you in cold water. Try a 1941 version—polka-dotted, elasticized, or two-piece

POLKA-DOTTED BLACK WOOL SUIT

BLUE WOOL FLANNEL.... TWO-PIECE WHITE WOOL

Above: Black knitted wool bathing-suit—sprinkled with white dots. A neck-line that's non-skidding, the skirt many women find obligatory, a "Lastex" waist. For young or less-young. $14.95. At Lord and Taylor; I. Magnin

Right, above: Princesse suit of blue flannel with "Lastex." Gentle persuasion for any figure that might need it. This is $11.95; at Altman. Second: Shorts, top of white knitted wool and Controlastic. Sacony suit; $8.95. Jay-Thorpe

Right: Classic suit of navy-blue wool; red polka-dots. A suit to Swim In. $6.95. Altman. Second: Ribbed suit of blue wool; over it, a white knitted blazer, blue-bound. Nice for cool sands. Suit, $6.50. Blazer, $1.95. Mary Lewis

RED-DOTTED BLUE WOOL.... BLUE WOOL; WHITE BLAZER

BLACK FAILLE SLACKS-SUIT...BLACK FAILLE SHORTS

Beach Blacks

SKIMMING out onto beaches this year is black. Black alone. Black combined, as in a penguin, with white. It makes fair skins look pearlier. Tanned skins more glowing. Try black—a shining, slipper satin black suit; a strapless black one—and watch people sit up to look.

BLACK SLIPPER-SATIN SUIT

KARGER

STRAPLESS BLACK SUIT, BLACK-AND-WHITE SKIRT

Above: Shiny black satin, snowy skin—as effective a combination as you'll see on any sands. This sparse two-piece suit is of black rayon slipper satin, Wonderful Beyond Belief when it's wet. $10.95. From De Pinna; Jays, Boston

Top, left: Behind the fence, a girl in a white-edged black rayon faille blazer, black slacks that taper. $12.95; Mary Lewis; L. S. Ayres. Second girl wears black rayon shorts, $4.95. White blouse, $6.95. Altman; Carson Pirie Scott

Left: Strapless black bathing-suit with a white-banded piqué skirt—the sophisticated colour scheme of Admiral Byrd's penguin. The suit-part is of black wool jersey, elasticized at the top. $19.95. From Lord and Taylor; I. Magnin

IN SPITE OF TOTAL OCEAN WAR BRITISH FREIGHTERS STILL ARRIVE

THEY are the life-line of the fighting nation, those spunky freighters, large and small, that dodge and slip and trace their way across the Atlantic, these days. They are the pipe-line through which British manufacturers continue to pour their excellent British goods into America. That a nation so critically stricken with the plague of war can still find courage and strength to make these things is almost beyond our peace-time comprehension. That this indestructible people, having made goods and having made them still superlatively good, should then have the ships and the sailors, the stout hearts and the stout fellas to bring them to America, is one of the smaller miracles of their history.

They need to do it—they must do it. For, mark it down, the British nation needs foreign trade as it has never needed it before. Enough of its citizenry becomes wards of the Government through "enemy action" to make it a matter of desperate urgency that the remainder of the population find its own means of livelihood; that work-days and pay envelopes go on. British people want work, need work, must work to pay for this inconceivably costly defense of their nation's life.

There is a movement on foot in America—perhaps part of it has reached your city—called "Buy Something British." To those of us who have known the excellence of British tweeds and shoes and sweaters, the sound goodness of English soaps and linens and luggage, it is enough to know that these things still arrive, that they still can be bought in shops throughout America. And they are a better dollar's worth than they have ever been before. For they still, landed in this country, represent extremely good commercial value. And their purchase means realistic support of a gallant nation.

These people ask no quarter, they want no special consideration and no special pleading. The "Buy Something Brit-

ish" weeks are not based on sentiment. Their purpose is to say to the American people who have appreciated, bought, worn, and used British products these many years that Britain still delivers the goods. That, we say, is the purpose. But the effect is, of course, a profounder one. It is another link in the chain that binds our history to Britain's. That charts our future with hers as it reminds us of our common source.

"Buy Something British" then, as a gesture in your own defense and as an every-day practical means of putting heart into a great people, beset as never were a people beset before in this world.

There are, it is true, a few favourite British products which you can not get again. The briars for certain English pipes, for example, came from French Morocco, and that source is, apparently, finished for the duration. Certain food stuffs have been embargoed by the governments.

But, in the main and on the whole, you can still buy most British products. There are, as a matter of fact, upwards of a hundred and fifty importers in New York City alone, with stocks of British goods. Shipments are coming through with incredible regularity and speed, all things considered. Macy's, the largest single importer of British goods to this country, has lost only 2% of their shipments since the war began. Some shipments dated February 13 arrived as quickly as April 1.

The Harris tweeds and the Spode china, the Bronnley soaps and the imperishable Burberrys, the Tootal linens and the cricket cloth, Caerlee sweaters and Braemar sweaters. Jaeger's fine, classic fashions, and Stephenson's Moygashel linens—all the things behind the famous labels you see on this page—these and many, many others—comforts, necessities, and delights—still continue to come to us from the beleaguered Island.

As you look at these labels, you will reflect that each of them stands for a special kind of excellence in its own field—for a quality sound to the core. Something you will want to keep; things that will survive much rough weather and come up smiling. British indeed!

Beginning May 24 (Great Britain's Empire Day), New York City shops will celebrate "Buy Something British Week" with special displays and special emphasis on British imports.

Jackets That

Hibiscus flowers on a white rayon dress; $25.
Wear the red tweed jacket over it

New long jumper of black shantung; $8.95.
Sharkskin skirt; $12.95.
Add red jacket

Black silk shantung dress; $29.95.
The red jacket goes with this, too

If you like to travel light (and who doesn't?), here is one way to go far on few clothes. You begin with one (or both) of the accommodating jackets shown on these pages. The one above—a short, flaring jacket of red tweed—could go anywhere, from a cross-continent expedition to a week-end visit to your trainee's camp. You could wear it to set out on your journey, by car or crack express, boat or plane. When you stop in large cities, wear it over a citified black shantung dress. At resorts (or camp), slip it over that hibiscus-flowered dress. At night, let it shield the evening dress with the new long tunic. The jacket—and notice its raglan sleeves and fly-front Talon closing—is $16.95.

• Jacket, and all these travel clothes, from Peck and Peck

Go Far—

RAWLINGS

Toss the green jacket over this Sunday-luncheon dress of white rayon crêpe. $25

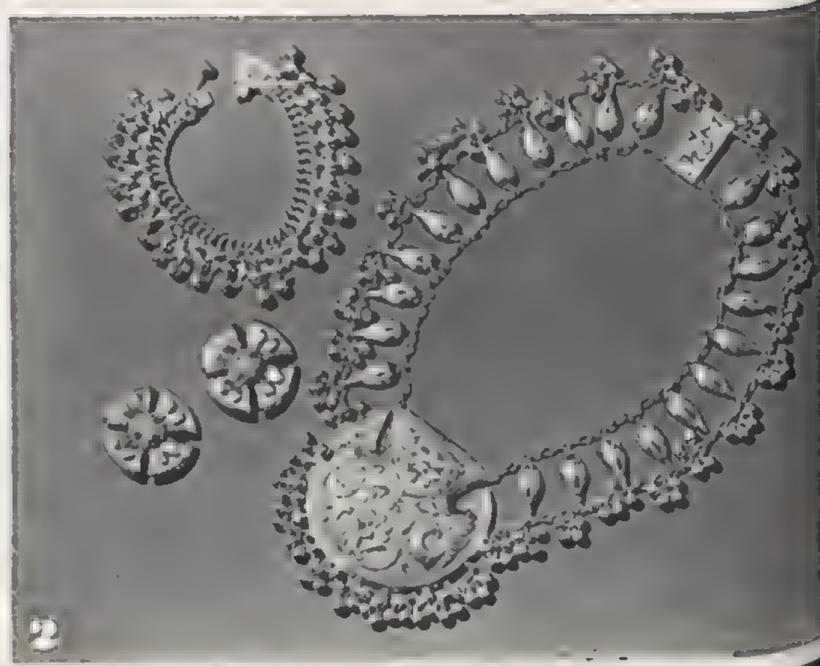
For tennis – dress and shorts of Celanese sharkskin. $8.95. Before and after, add the green jacket

Golf in the green jacket; worn with striped surah blouse; $5.95. White flannel skirt; $8.95

Here is another round-trip idea for clothes. Beneficial to both your looks and luggage. It's planned around the bright green flannel jacket above. Green, by the way, is a fine traveller, practically unmindful of dust. In this green jacket, plus a skirt to match, you can set off by any means of transportation. And, at your destination, transfer the jacket to each of your sports costumes. Wear it over the white dress shown here for races, resorts, Sunday lunch. Throw it over your tennis dress to and from the courts. Play golf in it, along with a white flannel skirt and striped shirt. The jacket is of smooth Botany flannel, stitched in white, four pocketed, and the tariff is $19.95. Skirt to match; $8.95.

• All of the travel clothes on this page are at Peck and Peck

Linen Loves Town



LUIS LEMUS

LEAVE it to linen...to have you looking properly urbane in town...the while you outwit the heat. A dress-and-jacket costume like this one will keep with you, amenably, any city appointment. Have it this way: in new Woodland colours; in cool, dark, foresty green, with collars and cuffs in the bright orange-red of early-turning leaves.

1. Like a suit, this two-piece dress of Woodland green Crown Tested rayon linen; $25. Arnold Constable; Harzfeld's, Kansas City. Longish cotton gloves in chamois colour. Straw toque

2. With your summer town suit, sometimes wear a decorative necklace instead of clips. You might have this antique-like gilt one, with bracelet and clip earrings to match.

3. For your elbow-sleeved dresses, you want longish gloves; for summer you want washable ones. These "Wear-Right" gloves, in washable chamois-coloured cotton, are...happily...both.

4. Another perfect suit-necklace and bracelet, in gold and silver metal. With them, hand-sewn "Wear-Right" gloves, of washable white cotton. All accessories on this page; Arnold Constable

Town Loves Linen

LUIS LEMUS

VOGUE STUDIOS

LEAVE it to linen...to have you looking crisp and fresh...the while shorter-sighted friends wilt. Suits like these are heat-waivers for town. Have them in new Skylark colours. In Skylark brown, perhaps, with Skylark grey and yellow. Or in white, with accessories in Skylark colours, an idea taken from Barbara Gould's new "Skylark" series.

1. A Skylark brown linen suit; $25. Skylark grey blouse, gloves, bag. Yellow straw hat. Second, a white linen suit, $25. Skylark brown sailor, hand-bag, striped shirt. All; Altman

2. Round-toed Baby Slippers in Skylark grey linen...handsome with Skylark brown or yellow. With it, a mammoth pouch bag, Skylark grey linen, with a carved wood frame.

3. You might have, with a grey or a yellow or a white costume, this Skylark brown felt hand-bag. The clever mitts are of yellow felt, wrapped around and fingerless.

4. To wear with Skylark browns and greys...bright yellow beads and a bright yellow bracelet. For a grey, brown, or white lapel: Skylark enamelled clips. All accessories on this page; Altman

CUTTING FOR

Two-piece bathing-suit—minimum coverage for maximum tan. Brief shorts beneath the flaring skirt. Colour up the seascape by making this suit of printed cotton—very bright on very white background. Design No. 9046

Slacks-suit: cuffless mannish slacks, button-sleeved cardigan, classic shirt. Try slacks and jacket of grey flannel, shirt of red or green crêpe. Wear each with other things. Slacks 9095; Cardigan 9096; Shirt 8990

Right, above: Overalls—they're born to be made of faded blue denim. Add red-and-white striped jersey shirt. Or go in for sun-tanning without any shirt—the overalls are cut that high in front. Design 9070

Right, first: Versatile box-coat. See its new, shorter kimono sleeves. You could make it of vivid green or red flannel—to make it this year's companion to everything from slacks to evening dresses. Design No. 9101

Second: Classic shirt-waist dress—no summer would be complete without at least one. This takes well to gay checked flannel. And it's a nice idea to have its main colour echo that of the coat beside it. Design No. 9092

THE CASUAL LIFE

DESIGNS FOR DRESSMAKING

Above, left: V-neck dress—cool, collarless, and short-sleeved. If you make it of natural shantung, it can live in the country, make trips into town. Either way, it's perfect with the red or green coat. Design 9103

Right: Two-piece dress, with neat tuck-in blouse, dirndl-like skirt. Shantung is very new this summer in bright polka-dots...this dress in green-and-white would be a fine, cooling thought. Design No. 9108

Tennis-dress—easy to play in, destined to be made of white piqué. Notice, please, that above-knee skirt; that uncluttered neck-line; that action-inviting shoulder-line. Brief panties are underneath. Design No. 9044

Right: Three-piece play-suit. First you see it complete, then you see it without its skirt. It's good in a big, bright cotton print. Or you who golf often might like it of fine-striped silk or cotton broadcloth. Design 9112

More than three months of summer to come—so that there's still time for you or your dressmaker to sew up this warm-weather wardrobe. Or any part thereof that you may still lack to carry you through country days

• You will find back views and sizes on page 94

And what's more . . .

News about the people (and penguins) in this issue, and other facts we thought would interest you

FASHION BROADCAST: NBC'S MELA UNDERWOOD, VOGUE'S MRS. CHASE

EDITOR on the air. At the right, above, you see Edna Woolman Chase, Editor-in-Chief of Vogue, being interviewed by Mela Underwood, NBC Woman's Editor, over the NBC Blue Network recently. Subject: Spring Fashions, 1941. Upholding her reputation as a seeress, Mrs. Chase prophesied the great incoming silhouette for summer—the tapering silhouette. It's embodied in those new dinner-dresses on pages 46-9.

Mmmmmmm.... Black silk stockings. And bright silk stockings....

Writer on the water. Below, in his Cape Cod sailboat, is Robert Nathan, who writes so lyrically of the Cape on page 40. Mr. Nathan is the author of six novels, including *One More Spring*, and a new best-seller, *They Went On Together*, about refugee children. Between books, he sails, swims, fences, composes, and plays the piano and 'cello.

Success stories. That white piqué blouse like an eighteenth-century duellist's, on page 50 of the March 15 issue, was bought by no less than 400 twentieth-century girls the week it appeared.... And that blue dress with the skirt-flounce, on page 82 of the same issue, is the Young Thing's dream; 400 have it.

Guatemala goings-on. Above you see Mrs. Sidney Legendre, who wrote the article on page 61, and Toni Frissell, who took the photographs for it, imbibing bottled beer in a speeding motor-boat on Lake Atitlán, in Guatemala. The photograph was taken, with Miss Frissell's camera, by Mr. Harvey Ladew.

Cable from London Vogue after the raid of April 16: "No staff casualties though several homeless stop studio slightly damaged stop half pattern book paper stock destroyed." But, as always, British Vogue carries on—and appears on time.

Highwayman. Ward Morehouse, who mapped out that cross-continent motor trip on page 35, has written a new play called "U. S. 90"; Guthrie McClintic plans to produce it next season. U. S. 90 goes from Florida to Texas—it's not in our article, but it's a nice highway, *quand même.*

Vogue in Cairo. The other day, a reader called to ask how much it would cost to send a year of Vogue to Cairo, via Air Mail. Our Subscription Department, its hands trembling, multiplied the average weight of a copy (18 oz.) by the Air Mail rate ($1.40 per oz.), by the number of issues a year (24—need we say?). Result: $604.80. It all goes to show—our readers will go to *any* lengths to get Vogue promptly.

Soldier artists. Richard Lindner, who painted the Vogue's Eye-View in this issue, is a German-born artist who, before the war, was well-known in London and Paris. (Some posters he did for an English piano firm were so decorative they found their way onto the walls of many smart houses in London.) When the war broke out, he joined a regiment of German and Austrian volunteers in the French Army; was later transferred to the B. E. F., and fought in the retreat; finally got to the South of France, and then to America.

Another veteran of the Battle of France, Jean Pagès, illustrated the article about Canada on page 64.

Our Silent Sitters. The beautiful black-and-white greyhound on page 57 belongs to Vogue's photographer, John Rawlings. His name is Prince Bindigo, and he loves posing.... The dignified penguin endorsing Beach Black, on page 75, came, originally, with Byrd from the Antarctic. Now, alas, he's stuffed.

For a Certain Lovely Lady

AMERICAN VICTORIAN...LUNT'S newest creation, has been designed for a very special sort of person. This is a pattern for someone who loves the nostalgia of old waltzes and dining by candlelight, someone who feels sentimental about the silver to be hers. For such a charming person AMERICAN VICTORIAN will be a lifelong joy...forever beautiful, eternally correct!

No discerning purchaser should fail to become acquainted with LUNT STERLING. Write for a copy of "The Bride Selects Her Table Silver," addressing Department A-34.

AMERICAN VICTORIAN

LUNT *Sterling*

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GREENFIELD—MASSACHUSETTS

A DIRECT HERITAGE OF FINE SILVERSMITHING FOR OVER 250 YEARS

The Home of Exclusive Creations

SHUR-TITE

Favorite of the Month

DESIGN PATENTED

"Different"—by design!
Here is creative imagination
in styling, with a weather eye
on Summer's lilting dress styles.
White with navy, tan or black
in calf and crushed kid—
or solid colors in calf.
$5*

Many other Shur-Tite Originals at your favorite counter—various prices.

*slightly higher in some localities

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DISCOVERIES IN BEAUTY

Lucien Lelong's "Balalaika" series includes make-up and bath essentials—from the clear, bright red of the lipstick on page 41 to three new ideas in scents. There's a "Liquid Sachet," creamy and smooth, to rub on the skin...a "Toilet-Water," so concentrated that you can use it as a daytime perfume...a "Solid Cologne" in stick form, icy, cool, *and* unspillable. At Lord and Taylor

A lift for your spirits! The gay enchantment of a skylark's song, the fresh odours of an English countryside combine in Barbara Gould's new series, "Skylark," which inspired the clothes and accessories on page 81. The delightful fragrance of "Skylark Perfume" is in the face-powder, dusting powder, and "Skylark Lilting Fragrance," shown here in pink-and-blue boxes. Altman

VOGUE STUDIOS

Charles of the Ritz, inspired by the old-fashioned soda-fountain, presents "Raspberry Ice." The packages, designed by Colwell, look like soda-fountain equipment in miniature. "Foam Bath" in a bubbling soda-glass carton. "Cologne" in an old-time siphon, and "Dusting Powder" in a tiny freezer.... You'll see the cool red of "Raspberry Ice" lipstick on page 58. Bonwit Teller

Elizabeth

Have your sun . . .
and your complexion, too

Stay as fair as you are or tan into a tawny beauty . . . the Elizabeth Arden way. **IDEAL SUNTAN OIL** helps your skin stay soft and smooth while tanning. Bottle, 75¢ to 3.50.

ARDENA SUNTAN OIL CAPS, 1.00 and 1.75.

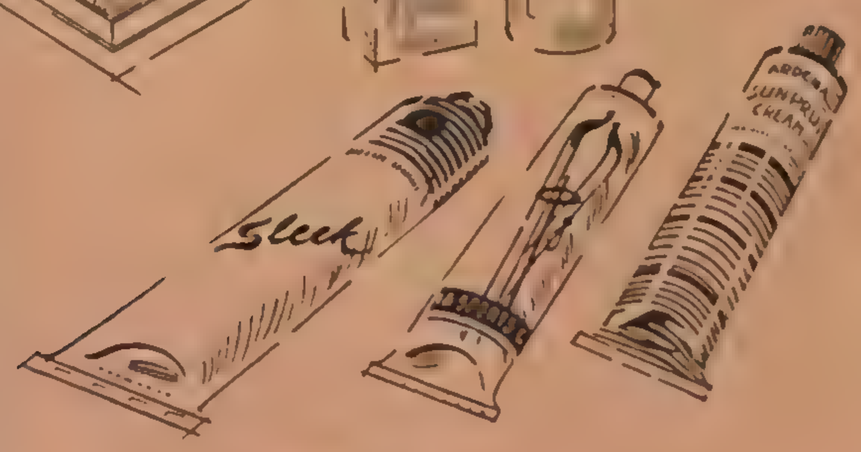
ARDENA SUN-PRUF CREAM is a vanishing preparation to control your tan, 50¢ and 1.00. (Use **ARDENA PROTECTA CREAM** if you would stay fair. 1.50

ARDENA SPORTS GELÉE gives a shining look while tanning. 50¢ to 1.50.

Use **LIQUID BRONZE-GLO** make-up to simulate a tan. 1.00 and 1.50.

For immaculate legs, **SLEEK** is the Elizabeth Arden way to dispatch unwanted hair. 65¢ and 1.00.

And your Elizabeth Arden Essential Skin Care is vital to your Summer skin . . . cleanse, refresh, soothe!



691 FIFTH AVENUE, NEW YORK

Arden

mais Oui
(PRONOUNCED "MAY WE"—MEANS "BUT YES!")
the frankly flirtatious fragrance

High-spirited and utterly provocative, this vivacious new Eau Parfumée gives you sparkle with a dash of daring . . . If you're not afraid of young ideas, take a chance!

Perfume—$1.50 to $10
Eau Parfumée—$1.25
Face Powder—$1.00

BOURJOIS NEW YORK

MONTREAL CALLING . . . . . .

By Jean Freeman

MONTREAL (closest of all Canadian cities to Manhattan) deserves almost as much attention regarding her small and often out-of-the-way restaurants as did Paris, Lyons, or Marseilles.

Peppered liberally with run-of-the-mill eating-places, Montreal is rather secret about her nicest *bistros*. One of the most intimate and at the same time most sophisticated restaurants in Montreal is CHEZ ERNEST. Situated on Drummond Street, just off Sherbrooke, it's a stone's throw from the Ritz Hotel, and not too far from the Mount Royal.

CHEZ ERNEST is immaculate and inviting, and, before you are able to assimilate much of the *décor*, your eyes are caught by a buffet, completely covered with hors-d'œuvres. Here (especially in season) repose: whole cold Gaspé Salmon (served with that same Sauce Verte that you appreciated in France); Jellied Calves' Tongues; half-lobsters, punctuated with black semi-colons of truffle; and Very special Canadian ham, surrounded by golden segments of aspic. You're invited to visit the buffet table personally to make your selection, but don't get side-tracked once there. The salmon and the ham are a Must.

If you prefer dining à la carte, do so by all means. It will cost a trifle more, but it's often worth it, for then you can taste some of Ernest's famous Petite Marmite, for instance, or one of the many seafood concoctions for which he is renowned. If, on the other hand, you are meat-minded, the Escalope of Veal Madère is something lyrical—so is the Salade Fines Herbes, which you might choose as a foil to some excellent Oka Cheese, preceded by a steaming bowl of onion soup. Salade Chez Ernest is served with the same loving care that you encountered in France. Each leaf (almost) is inspected to make sure it has received precisely its share of bland French dressing mixed before your eyes.

Hard liquor is not served in the restaurant proper (there's a bar in the basement), but the attitude of the management regarding wine is vividly reported on the menu card. Here, among cheerful little vignettes of good things to eat, we have the legend *"Le vin est le chef d'orchestre d'un bon repas,"* and further along the margin, all suitably illustrated, such aphorisms as: *"Le vin rend fort," "Le vin donne de l'assurance," "Le vin rend optimiste."* In short, Ernest believes that wine with your food is a fine thing, and, for the small sum of ninety cents, you may have a jug of claret or a flask of sauterne served with your meal.

VEAL MADÈRE

Veal Madère deserves immortality, so, in case you might be interested, this is how it is done, according to Ernest:

Have one pound of veal cutlet trimmed of all gristle, cut into convenient serving portions, and pounded by your butcher until paper-thin. In a heavy saucepan, melt one tablespoonful of sweet butter and add to it:

1 small chopped onion
1 clove of garlic finely chopped
4 mushroom caps diced
1 teaspoonful of minced parsley
½ crushed bay-leaf
½ grated carrot
Salt and pepper to taste

Let this simmer slowly for about five minutes, then add one small glassful of Madeira and a half-cupful of beef broth (canned is splendid). Cook gently for fifteen minutes, adding more beef broth as the stock becomes depleted.

Meanwhile in another frying-pan, put two tablespoonfuls of butter, and when the butter is hot add the meat. Allow to fry slowly until brown on both sides—frequent turnings and a cover on the frying-pan will assist. When tender, place them in the sauce and allow them to cook for another twenty minutes. Place meat in a preheated casserole, or any dish not too flat, strain over the sauce, and serve at once with a side-dish of boiled and buttered noodles.

MORE FRENCH THAN FRANCE

AUX DÉLICES, at 1204 Saint Catherine Street West (they style themselves as "Café Basque"), is something else again. For this is not merely an excellent place for informal dining, but a real *Charcuterie Française* (delicatessen shop) and restaurant combined, with a half-open charcoal broiler in the back, upon which steaks, chops, and sundry other dishes known as *Grillades* are cooked before your eyes.

When you enter the restaurant, you pass an inviting array of *saucissons*, roasted chickens, salads, cheese, and pastry. The restaurant itself is divided into two sections: the first for those who want only a cold snack or a *Café au Lait* and some pastry; the second, in view of the grill, for people with the time and the mind for serious eating.

The hors-d'œuvres here are wonderfully good and authentically French. The *Foie Gras Maison* is just as savoury as the imported product, and the *saucisson* (a pork sausage flavoured pungently with garlic) shouldn't be missed.

If you have a taste for *Escargots de Bourgogne*, for tripe *"à la mode de Caen,"* or for lobsters in marvellous disguise, this is the place in which to eat them. On the other hand, the steaks and chops produced by the master of ceremonies at the grill are perfect, too; and if you have a desire for hearty fare, by all means order Roast Beef. It's wheeled to you on a small, covered table and carved according to your taste. Luncheon here costs as little as fifty cents, and dinner ninety, depending on the price of the entrée you select. You find, too, excellent vintage wines and liqueurs.

LOBSTER AUX DÉLICES

Lobster aux Délices is a first cousin to Lobster Thermidor, but, omitting the cheese and the bread-crumbs, it is served in huge, flaky pastry shells, instead of in the armour of the lobster. I should imagine that quick-frozen lobster meat would do wonderfully well as the basis of this dish, which will serve four people and which, when accompanied by a fine mixed salad, constitutes a real meal. The ingredients are: (Continued on page 96)

★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Virginia Bruce

in "ADVENTURE IN WASHINGTON"

A COLUMBIA PICTURE

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THE very first time you try Pan-Cake Make-Up you will think you've found the magic wand of beauty...because you will see the reflection of a lovelier, more flattering make-up in your mirror. Easy and quick to use, it's a time-saver, too. Originated for Technicolor pictures by *Max Factor Hollywood*, Pan-Cake Make-Up is today's popular new fashion. Try it!..you'll discover there's new beauty for you in this Hollywood make-up secret.

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DISCOVERIES IN BEAUTY

Note for the soap-and-water cult. That rich, lathery Lanolin soap, made by Botany Worsted Mills, is packed in gay boxes. Three cakes per box. McCutcheon

There's a new cosmetic house, "Lysanda", that specializes in body cosmetics. These include body shampoo, balm, massage cream, body sachet. At Altman

Luxuriously fitted, but not expensive, is Richard Hudnut's quick-trip DuBarry Beauty Kit. It contains creams, lotions, and complete make-up. Bloomingdale's

VOGUE STUDIOS

Used in conjunction with Bellin's Wonderstoen or used alone, Bellin's Skin Lotion will help to keep your skin delightfully soft despite sun and wind. Lord and Taylor

Subtle Magic

FOR YOUR LOVELINESS

A magically gifted color sense inspired the shades that distinguish the new Chanel face powder and lipstick creations.

Chanel Face Powder... superbly smart shades include Gypsy, dark and radiant, and Southern, a medium shade with Beige Rose undertones. Perfumed with No. 5 or Gardenia $2.00

Chanel Lipstick... new deep red Damask Rose, vivid "Glamour" Red, and others $1.50

Chanel Perfumes... Russia Leather—with its ever stimulating tang and sparkle. Also No. 5, Gardenia, and Glamour . . . . . from $2.50 to $42.00

CHANEL INC.

No. 5, Glamour, Reg. U. S. Pat. Off.

FLOWERING IN NEW ENGLAND

(Continued from page 50)

tiny, intimate green garden—a green hedge with squares clipped in it near the top, and white lilies growing under a ceramic plaque of a Madonna and Child. In designing gardens for other people, as well as for herself, Mrs. McKean plans them to tax the powers of illusion, rather than the pocketbook. Since box is so expensive, she makes pseudo box by clipping evergreens. She makes interesting checkerboard patterns of brick with marble or stone. She has a passion for paving and thinks people should use more of it, with fewer flowers—this in spite of the fact that she and Mr. McKean run a nursery.

STOLLER

HALL WITH QUILT SET IN CEILING

In the nurseries, they have developed new varieties of common flowers—a vivid blue-red geranium, oddly-shaded carnations, and tulips—the variegated-leaf variety you find in old paintings. Despite this love of "simple" flowers, there are rare flowers and plants as well, in the gardens.

About the grounds, you may see their famous Afghan Hounds, walking like dignified gazelles, shaggy and aloof, fully aware that they are (with their cousin the Saluki) the oldest breed of dog in the world, and that Pride's Hill Kennels are America's oldest Afghan kennels.

The four McKean children are as interested in life and a Number of Things as their parents. The older daughter, Margie, is a fancy ice-skater; Jennie is what is known as an ardent horsewoman; and the twin sons are fiends for tennis. In Mrs. McKean's bathroom is a gallery of photographs, which show them taking part in their respective sports. There's also a lovely Marie Laurencin portrait of Margie, painted in delicate Laurencin shades—coral and pale green and blue and dove-greys—when Margie had the measles!

And who would think of mingling bright Dufy water-colours, pale Chiricos, and painted Spanish furniture in a New England bedroom? *And* adding a red, white, and blue screen made from an early American quilt for an added touch of colour. But they're all there in Mrs. McKean's bedroom, and looking lovely. In a small, paneled hall, you find an old quilt set in the ceiling, with the chandelier hanging from the centre of the quilt.

All in all, as we say, the house is a house of surprises. Though there is an aviary of all sorts of birds, Mrs. McKean's favourite is a jealous, cantankerous, gorgeous macaw called Jack. He rides around on her wrist. When we last saw Pride's Hill Farm, he had just contributed *his* surprise to the establishment, laying an egg after four years of posing as a bachelor.

Coming—Vogue's Camera Issue

A Brief History of Photography in America.

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PHOTOGRAPHS by de Meyer, Stieglitz, Eugene, White, Käsebier, Day, Steichen, Beaton, Horst and Rawlings.

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Caerlee

finest quality Cashmere: craftsman-knit in Scotland

G4

Trade Buyers who are interested in Caerlee craftsman-knitwear are asked to make contact with James W. Kane, 37 West 47th Street, New York City.

HOME TO TRURO

(Continued from page 40)

hills look like mountains, the wood lots seem like forests; four acres is a barony, two dozen trees a deer park.

There are few houses, and those mostly old; the houses are small, too, like the hills, and tucked away in hollows from the wind. We prize them for their age rather than their comfort—for their panels and fireplaces, their Dutch ovens, their lovely doorways, and wide floor boards. The soil is sandy; we grow what flowers we can, and good vegetables; but what we care for most is the land—the land and the horizon, the scrub-pine, the bearberry and plum, the quiet hollows, the windy hills, and everywhere water flowing.

David Snow has opened our house; it smells of new paint and old wood, of fires, of pines, and the sea. We go to see David and his kind wife, Beatrix; we discuss the winter, we make summer plans. I ask him cautiously—and anxiously—if he is very busy; because if not, perhaps...well, there is that study I was thinking of building. He is—almost certainly—busy. We'll get around to the study later. One never hurries on the Cape; the rhythm is slow and friendly. Jack Noons will be around, in a day or so, to look at my grass; Mary Fratus at the store will tell him, when she sees him.

We move more slowly, too; we rest, we sit and look about. We climb the hill behind the house, up through the new grass and the yellow gorse, over the slippery bayberries, and we look out across the Cape to the little slice of sea at Ballston. There's no hurry now; we're home. It will all be there tomorrow.

The sailboat is in Provincetown. I used to write to Manuel to have it ready for me on my arrival; he never did. Now I take my time. By July, the boat will be in the water. When I used to try to have it in by June, I got it in July just the same. I shall go to see him in a week or so, and we'll be very glad to see each other again. Do I want my boat? All right—I shall have it—some day—soon. He is very busy now, with all the fishing-boats.

Besides, in June the weather is still cool, and I have my sunburn to get. July is probably time enough to sail out across the harbour, past Long Point and the bell—and then back again in the late afternoon, dodging the Boston boat. The harbour is large; but so is the Boston boat.

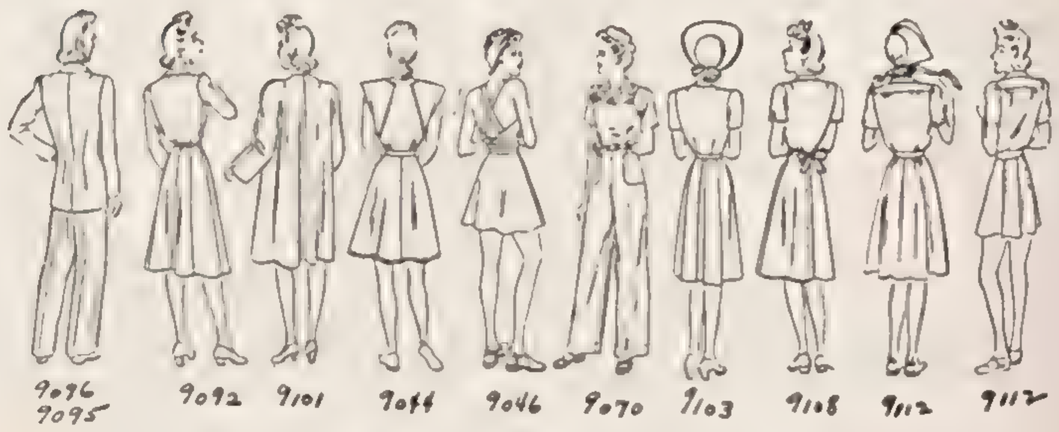
By then, the Bay is warm for swimming; even the ocean has its hardier bathers. In the evening, the little fires flower yellow on the beach, in the faded blue air, as friends picnic together. There are not many mosquitoes—sometimes, if the season has been dry, not any at all; not yet, at any rate. The mosquito control has been busy. Instead we have ticks, but we get used to them. The first tick, to the off-Cape visitor, is a horrid object; the hundredth, a matter of unconcern. Only the dogs suffer.

The Cape is a land for children. They crowd the beaches, they play on the rivers, they sail in the bays. They grow up straight and brown and happy there; they learn to love salt water, and to judge wind and weather. The best children wear the oldest clothes. Their faces are clean, and their knees are dirty. They can do anything.

My friends, too, can do anything. Jerry can take the plumbing apart, and put it together again; Bill and Margaret can build a house; Henka can make soused mackerel; Johnny can install a furnace. I came too late to learn these things which give a man stature. David has to do everything for me.

At night, the clock-tower sounds the hours, like the bells of Florence, heard from the hills of Castello. One of the chimes is missing; it has been missing a long while. But it will be fixed some day; and it is not important. The hours pass without it, just as surely, just as gently.

DESIGNS FOR DRESSMAKING



Here are other views of the Vogue Designs for Dressmaking on pages 82 and 83. Nos. 9044, 9046, 9103, and 9108 are in sizes 12 to 20 (30 to 38). Nos. 8990, 9070, 9096, and 9112 are in sizes 12 to 20 (30 to 38); 40 and 42. 9092 is in sizes 12 to 20 (30 to 38) and 40. No. 9101 is designed for small (32-34); medium (36-38); large (40-42). 9095 is for 25 to 32 waist. 9044, 9070, 9096, and 9101 are "Easy-to-Make"

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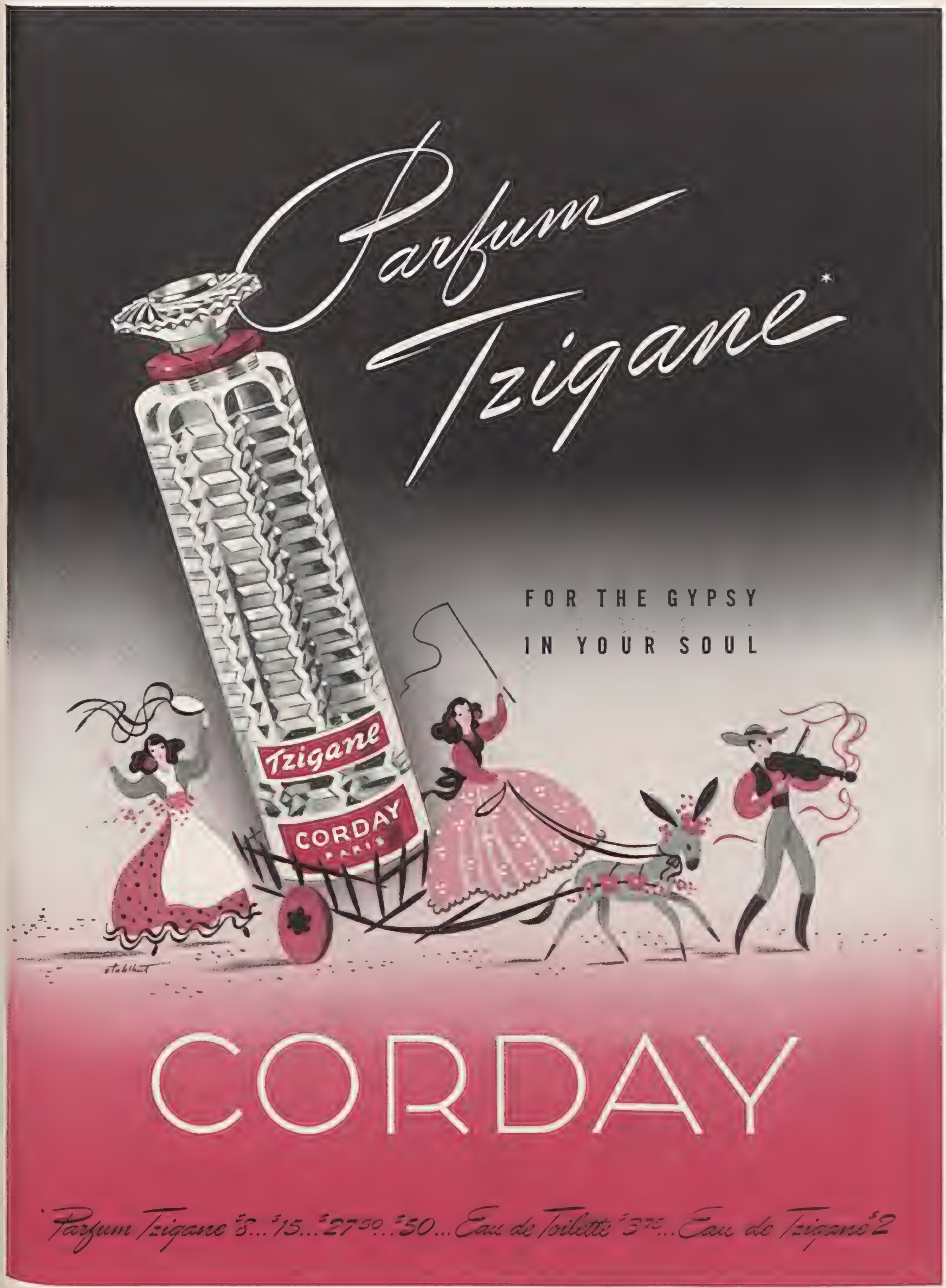
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BULLETIN

Found

A PLAY SHOE THAT'S SMOOTH

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THE STALKER
St. Malo Cloth, $4.50

DEE GEE *Outdorables*

MONTREAL CALLING . . .

(Continued from page 88)

2 small chopped onions
2 tablespoonfuls of sweet butter
¼ pound of diced mushrooms
½ pint of heavy sweet cream
¼ cupful of lemon-juice
2 teaspoonfuls of cognac
3 teaspoonfuls of dry sherry
½ sliced truffle
The meat of one boiled two-pound lobster, or one box of frozen lobster meat (broken)
4 large pâté shells
Salt and pepper to taste

Sauté onions in butter until soft and yellow, but not brown. Add mushrooms that have been lightly coated with flour. Sauté for five minutes, season with pepper, salt, and lemon-juice. Blend and heat, and to this sauce add the lobster meat and the cream. Heat through, but do not boil. Before removing the contents of the saucepan from the flame, add the cognac and the sherry. Stir until well blended, and place at once into the preheated pâté shells without further cooking. Top with a truffle crescent and serve at once.

A DREAM COME TRUE

The French *bistro* of Montreal, seldom patronized by visiting Yankees, or for that matter by any except those in the know, is CHEZ PIERRE. You can find it tucked away in the heart of the old French quarter, at 1263 Rue La Belle. Though it isn't prepossessing to the eye and has no bar (but a nice, modest wine-card—*Bières et Porters* included), this small haunt is definitely a chip off the old Montparnasse block.

Dinner on the Rue La Belle costs fifty cents, and it includes a choice of *potage* or hors-d'œuvres. The latter consist of such familiar simplicities as *sardines, concombre, hareng mariné, tomates;* a fish course, and an entrée (*Viande froide ou Rotie*), vegetables, dessert, and coffee.

Among the cold delights, there is a *Jambon Maison,* which is memorable; and a "*Rosbif*" with Remoulade Sauce. Hot entrées may include such things as Calves' Brain au Beurre Noir, or roast Loin of Pork accompanied by *petits Cornichons,* Entrecôte with Fresh Mushrooms, or, quite simply, an incomparable omelette.

BOHEMIAN LIFE

Another curious little restaurant worth a visit is called AU LUTIN QUI BOUFFE. It can be found at 753 Rue Saint Gregoire, and both the atmosphere and the food are rewarding.

All the waiters AU LUTIN are either painters, sculptors, or impecunious writers, who accept the opportunity of serving as an additional means of augmenting their scanty income. Customers are taken directly to the kitchen, where they may choose and order the food that they desire. There is no menu, and each evening produces "*Amuse-Gueule*" (hors-d'œuvres), *Filet Mignon,* Frogs' Legs done over a charcoal broiler. There is an open grill in the kitchen, and, if you weren't hungry when you came in, the sight of all the savoury preparations would ultimately cause you to change your mind.

A little greenhouse, containing a large tank where enormous frogs and fish are kept, leads to a very fine wine-cellar. A little pig, never older than six weeks, runs all about the place as a pet. In the garden, a stone pool contains an assortment of live trout. The *Pot au Feu* here is a clear soup combined of chicken and beef stock, reduced to its most concentrated minimum and served in big plates with bits of meat in its savoury depths. Green vegetables, such as *Petits Pois à la Française* (cooked with lettuce and onion) and asparagus; mushrooms and Julienne potatoes—all daily specialties—are superlatively well prepared, too.

Dessert might well be apple pie à la mode, or with Canadian cheese; or Tarte Flambée au Rhum.

UPPER DRAWER

The CAFÉ MARTIN, on the Rue de Montagne, at Number 1521, is probably the finest restaurant of French tradition in Montreal. It is also one of the most popular.

The specialties of the CAFÉ MARTIN include Onion Soup au Gratin, Lobster Thermidor (all shapes and forms of lobster as a matter of fact), Crêpes Suzette, et cetera. They delight also in such typical Canadian fare as "Pea Soup Habitant," fresh Gaspé Salmon, and *Dore Meunière,* which, in English, is simply skate fish. CAFÉ MARTIN implores you in two languages on its menu "*Demandez la clef de notre cave.*" It's supposed to be a very historical wine-cellar, and I can vouch for the quality of their wine. It is superlative.

BRITANNIA FOREVER

No guide-post to Montreal restaurants would be complete without mention of DRURY'S OLD ENGLISH CHOP HOUSE. Founded in 1888, and still occupying its original quarters very near the Windsor Station in Dominion Square, this old landmark offers good Beef and draught Ale without trimmings to those who have wearied of less substantial food.

DRURY'S is still definitely a man's place. The portions are gigantic. Their small Club steaks are epic, especially when accompanied by hashed brown potatoes done to an incomparable crusty gold, but neither are the double English Mutton-Chops to be scorned. The *Filet Mignon* here is escorted by a wonderful Bearnaise Sauce.

BEARNAISE SAUCE

Here is Drury's recipe for Bearnaise Sauce—to serve with Porterhouse or Sirloin, or perhaps to coax a not-there-when-you-bought-it high flavour into lowlier cuts. The ingredients are:

6 tablespoonfuls of tarragon vinegar
4 egg yolks (lightly beaten)
2 shallots (minced)
½ pound of sweet butter (melted)
One tablespoonful of chopped chervil (may be dried)
One tablespoonful of chopped tarragon (may be dried)
A pinch of pepper (black, and freshly ground, is preferable)

Put the vinegar into a deep saucepan together with the chopped shallot and the pepper. Reduce to half the quantity over a low flame. Allow to become almost cold, add the yolks of the four eggs, beat, return to low flame, and add the melted butter, a little at a time, beating the mixture continuously until thick. Add the herbs, beat some more, and remove the sauce to a cool bowl or sauce-boat.

NEVER LET YOUR SUMMER-SKIN GET SALLOW! "Wake-up Cream" is a cool, tingling, gently stimulating cream. Brings a glow to even a faded tan. 1.00, 2.25.

PERFUMED PROTECTION in the sun with Liquid Sunshine, a clear, golden sun-liquid with a wonderful tropic-flower fragrance, 1.50. New smaller size, .85.

DRIFT IN A HEAVENLY CLOUD of fragrant Heaven-Sent, ethereal new scent. Eau de Toilette, 1.00, 1.75, 3.25. Cloud-cakes of soap: 2 for .85. One large bath size, 1.00. Bath oil, 1.50. Body powder, 1.25.

MAKE UP AND SWIM! Aquacade is the perfect summer make-up for everyone whether they go near water or not. It is thoroughly waterproof. Aquacade make-up includes: a wonderful foundation (lotion or cream), a mist-soft powder and indelible lipstick. Each comes in Light or Dark. Each, 1.00.

LASHES LOOK LONG AND LUSH INSTANTLY with Waterproof Mascara. Will never run or smudge, 1.00. Herbal Eyelid Oil removes Waterproof Mascara, gives eyelids a glamorous sheen, smooths delicate eye area. Set of mascara, oil, eyelash comb, 1.50.

PROMISE YOURSELF YOU'LL BE SWEET all a hot, active day by using Water Lily Deodorant. Pleasant as a cosmetic and so trustworthy! Water Lily Talc, .50, 1.00. Cream, .50. Lotion, .50.

ALL FRESH AT A MOMENT'S NOTICE! Minute Make-ups are moist pads that clean up complexions, leave a sheer make-up film. 100 with container, 1.00.

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CANADA HAS EVERYTHING

(Continued from page 67)

mould: a great church, ornate and out of all proportion to the rude houses clustered beneath it; a surrounding circle of tidy fields divided, in the mediæval fashion, into long strips.

The *habitants* here wear amulets, put crosses in potato patches to keep the bugs away, bake their bread in outside ovens, and wear the traditional "Johnny Canuck" outfit—hand-knit toque, socks, shirt, breeches, and high-laced boots. They spend their lives in their own little valleys, often without ever visiting the next one, but bearded professors come to study them, as Oxford dons do the Tennessee mountaineers, to record words and ballads that have been forgotten in France for two hundred years. There are antiques in almost every farmhouse, treated entirely without reverence. One house had a cutlass with the crest of Louis IV. on its hilt, its blade almost worn through with two centuries of scraping fish.

MURRAY BAY, eighty miles east of Quebec, on the St. Lawrence, is one of America's most venerable and fashionable resorts. It has been a stronghold of United States Republicans ever since Mrs. Lincoln retired there after the President's assassination. Now the summer home of the presidential Taft family, of Prime Minister Tascheraux and the Boston Cabots, it mixes yachting, fishing, golf, and tennis with garden-parties and dancing—and its Manoir Richelieu is one of the finest hotels in Canada.

The land-holding system of the Murray Bay district still has traces of the ancient French feudal law, with which even non-Canadian landowners must comply. Some estates, called *seigniories*, stem from original land patents granted by the King of France, and the present owners still exercise feudal rights over the surrounding peasantry. Each year, by ancient contract, the peasants appear at the *seigniory* to express their loyalty and pay their rents in kind: a lamb, a dozen eggs, a cheese, a tub of butter. In return, they expect the help and protection of the *seigneur*.

MONTREAL, west of Quebec and due north of New York, is a charming, bilingual metropolis. Here the Presbyterian Puritanism of the rest of Canada gives way to Catholicism and Gallic gaiety. It has fashionable race-tracks (plenty of pearl-grey toppers), the only night-clubs in the Dominion, and more churches than Rome itself.

To the *habitant*, it is the golden city where a man may achieve Success in the form of a secure Government or clerical job, a brief-case, a plump wife, a large family and a flat in a two-story house fronted by a gracefully curved wooden staircase. The British minority, a mere froth on the French *bière*, maintains its aloofness with cricket, clubs, and the legendary refusal to understand a non-English language.

THE LAURENTIANS. These highlands north of Montreal are now so popular as a ski terrain that people have almost forgotten how perfect the little gold-flecked blue lakes are as summer resorts. The inns and lodges are small and, in many cases, family-operated. The Wheelers run the Gray Rocks Inn at St. Jovite, where there is a nine-hole golf course; the Harrisons, the Laurentide at Ste. Agathe; the Honney family, the Alpine Inn at Ste. Marguerite. Here, too, is the Châlet Cochand, where Papa Cochand greets the guests; and son Emile, famed ski professional, acts as fishing guide. Big and new are Mont Tremblant Lodge at Lac Mercier (near St. Jovite) and the Domaine d'Esterel near Ste. Marguerite, which have their own air services from Montreal.

OTTAWA, capital of the Dominion, is three hours west of Montreal, in the province of Ontario. The drone of sawmills drifts across the Ottawa River into the Gothic Parliament of Canada, and reminds M. P.'s that their graceful capital is, after all, a very colonial little city on the edge of a gigantic wilderness. War has filled its streets with khaki and blue, and makes it necessary to reserve rooms at the Château Laurier, its one large hotel, weeks in advance. But the city life still stops for afternoon tea, goes to sleep on Sundays, turns out to cheer its Governor-General, the Earl of Athlone, uncle of the King.

THE CANADIAN SHIELD, in northern Ontario, easily satisfies the Thoreau-like desire to escape society for a while. A thousand miles of rock, lake, and forest, across which the two halves of Canada are held together on the tenuous threads of telegraph wires, railroad tracks, airplanes, and Great Lake boats, it produces more gold, platinum, nickel, radium, lumber, furs, electricity, quintuplets, fish, and game than any other part of the world.

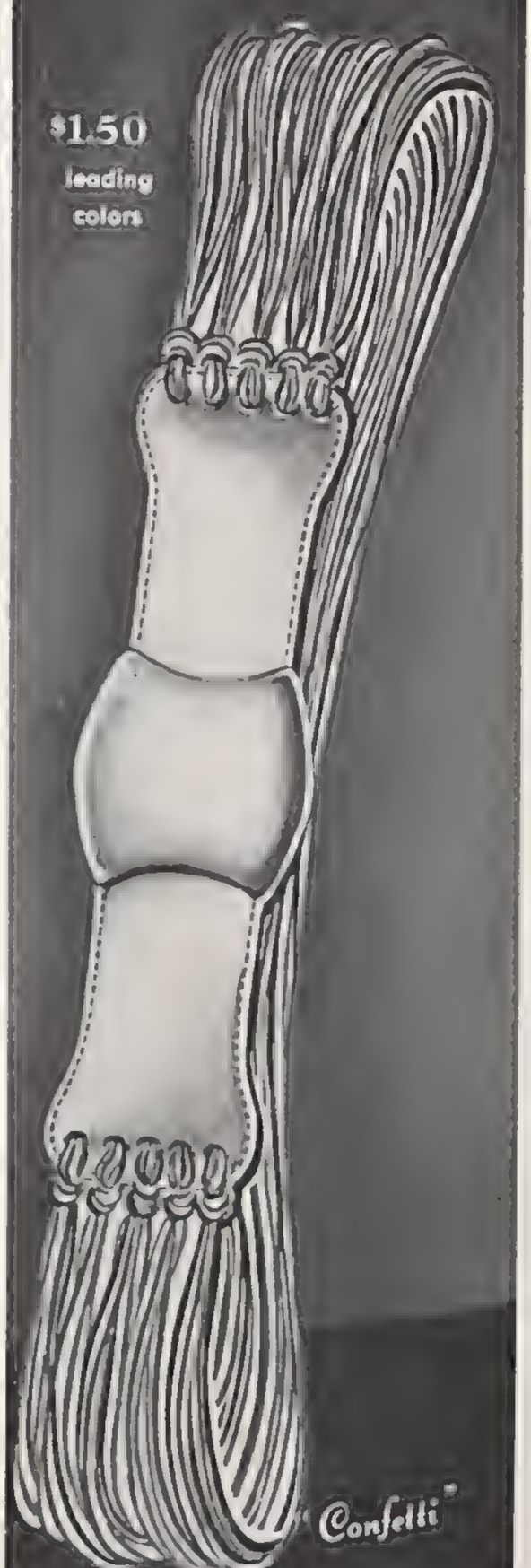
There are thousands of lakes over which no rod has ever waved, country so wild that provincial law requires one guide for each member of the party. The best way up is by planes, which fly into the "bush" regularly from Montreal, Sudbury, and Winnipeg. Days are spent in a canoe or the brush; evenings around a campfire eating grilled trout or moose steak, and perhaps lake-cooled champagne from tin cups.

THE LAKE DISTRICT is in the southern part of the Canadian Shield. Teeming with fish, choked with blueberry bushes, readily accessible by car, the Lake of Bays and the Muskoka and Kawartha lakes west of Ottawa offer wonderful—and very cheap—vacations to campers-out. One hundred dollars buys a whole island large enough to build a home or pitch a tent on, lay out a vegetable-garden, tennis lawn, and even a one- or two-hole golf course. For variety, near-by inns offer an evening of dancing. (Very similar is the Lake of the Woods on the International Boundary due north of Minneapolis.)

THE PRAIRIES. From Winnipeg, on the edge of the Shield, the prairies stretch west like a thousand-mile-wide billiard-table covered with rippling green or gold, depending on the month. Towns roll up over the empty horizon like little piles of building-blocks, resolve themselves into a general store, a railroad depot, a handful of unpainted houses, half a dozen monstrous grain

BELT OF THE MONTH
Reg. U. S. Pat. Off.

by Schaffer



Good grooming hinges on "little things" . . . like the significant newness, the vivacious styling of "Confetti." Colorful fisherman's strings deftly combined with Glovskin . . . in the Schaffer tradition of American originality. One of many spirited styles at your favorite counter.

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CANADA HAS EVERYTHING

elevators. For over a year now, many of them have been filled with bronzed young Canadian, Anzac, Hindu, Norwegian, and American cadets sent to train at the new air bases on the plains.

DUDE RANCHES. A Canadian accent is added to the ordinary charms of Western ranching by the occasional necessity of shooting grizzlies, who consider dudes fair game. Some ranches, however, even have polo, especially the ones in southern Alberta near the Duke of Windsor's EP (for Edward Princeps) ranch. And there is the famous 100 Mile House, on the Caribou Trail over the mountains in British Columbia, which is run by a Marquess and also has polo. The Hargreaves Ranch near Mt. Robson entertained the Royal Family on its tour, and has had a waiting list ever since.

THE STAMPEDE, held at Calgary in Southern Alberta during mid-July, is the West's most famous rodeo and, with its suicidal chuck-wagon race, certainly the wildest. Streets are roped off for blocks around the Hotel Palisser for its concluding dance. Cowpunchers from as far south as Texas come to dance to the blare of bands, the "*Yip! yip! yip!*" of the cow-waddies.

BANFF. Canadian travel publicists love to pretend that the Canadian Rockies are like the Alps—a rank underestimate. In extent, they are fifty Switzerlands rolled into one, with most of the peaks still unnamed. Imported edelweiss and Swiss guides on the streets of Banff look drab and lonely in the motley of cowboys, red-coated Mounties, kilted Highlanders, Japanese bellhops, and Indian caddies.

Menus of the Banff Springs Hotel, a yard long, list haunch of venison, bear-chops, buffalo steak, brook-trout, and prairie chicken every day. Pack trains, that leave the Château Lake Louise each week, last year carried the ex-King and Queen of Siam one hundred miles to earn the little bronze buttons that are given to every visitor who completes the trip.

JASPER. Well-groomed and much more sedate (except for its longshoreman-sized meals) than the Canadian Pacific's Banff is Canadian National's Jasper Park, two hundred miles north. Jasper Park Lodge is the summer home of Chief-Justice Hughes, and other famous U. S. figures, and its modest-looking log cabins are false fronts for considerable luxury.

For years, the rival resorts politely ignored each other's existence until last summer, when the Government brought them together with its new highway over the Columbia Icefields, making summer skiing available for the first time. Skimeister Peter Vadja will conduct his school on Mt. Athabaska glacier until late August, when the warm chinook winds glaze the surface.

THE ARCTIC. Most unusual air trip in the Western Hemisphere is the run from Edmonton, Alberta, to the Arctic Ocean one thousand miles north—four scheduled weekly trips for a little over $100. Into the twin-engined, pontoon-mounted flying trucks are loaded drums of oil, crates of eggs, vegetables, mail-bags, Diesel engines, tourists, priests, and brides for the Northmen. The land over which the plane flies is an unfinished world from which the waters have still to recede, in which it seems no life can survive. Yet, wherever the plane stops, a Mountie steps out of Kipling, a town springs into view as though spontaneously generated by its coming.

At Aklavik, on the Arctic Ocean, there is a little hotel, and this is the place for whale-fishing—very sporting, in an Eskimo kaiak. Fort Smith is the seat of the Bishop of the Winds; from Fort Providence flows the Mackenzie, the mile-wide arterial summer highway to the Arctic; Yellowknife has gold; Port Radium produces nearly all the world's supply; at Copperknife, on the Arctic, the white man's world ends, and, to travel further, one must become part Eskimo.

The return cargo consists of gold, radium concentrates, expensive furs baled up like rags, engineers on furlough "outside," and, very often, a toothless trapper and his wizened wife, already drunk and chuckling continuously over some secret joke.

VANCOUVER'S most lingering impression is the sweet scent of sawed lumber that hangs over the city. Despite its totem-poles and Scottish accent, it is the most American and busiest of all Canadian cities in appearance, the greatest port of the province of British Columbia. From its Pacific wharves, where notices appear in Japanese and Chinese, debouch a stream of turbaned Sikhs, coolies, sailors in tufted berets, Vikings, Negroes, and Greeks. Up the sheltered "inside passage," Empress boats sail to Alaska and the Yukon.

VICTORIA, isolated on Vancouver Island, is the capital of British Columbia, a sleepy old colonial city with a gentle climate and a passion for gardens. Farthest removed from England, it is the most stoutly British part of Canada. Retired British sea-captains, Army officers, and civil servants sit before their cottage doors, feed on chrysanthemum, Christmas-flower, and daffodil-tea, crumpets that taste like hot buttered flannel. They shake their heads in despair over the bunglers who have refused to allow them to return to active war service because of age.

These are twenty-three samples of what Canada has to offer. You can travel for hundreds of miles and never see a trace of civilization; you can travel all summer, from one picturesque town to another, and never feel the Dominion's great war effort. Canada lets Americans come in without a passport, and it is only for reentry into this country that you will need some such identification as a motor license or a Social Security card. But the United States Government shows leniency in allowing any citizen who has spent more than forty-eight hours in Canada to bring back a hundred dollars' worth of purchases duty-free. (China, tweeds, and woollens are the best buys, and there is a satisfactory premium of about ten percent. on the exchange of dollars.) Canada is foreign, yet near us; it's cool and beautiful, friendly and safe. Of what other country, in this summer of 1941, can one say as much?

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

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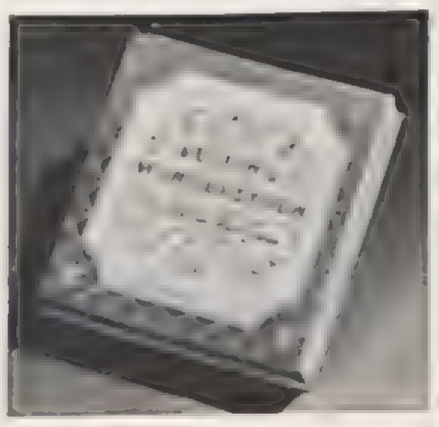
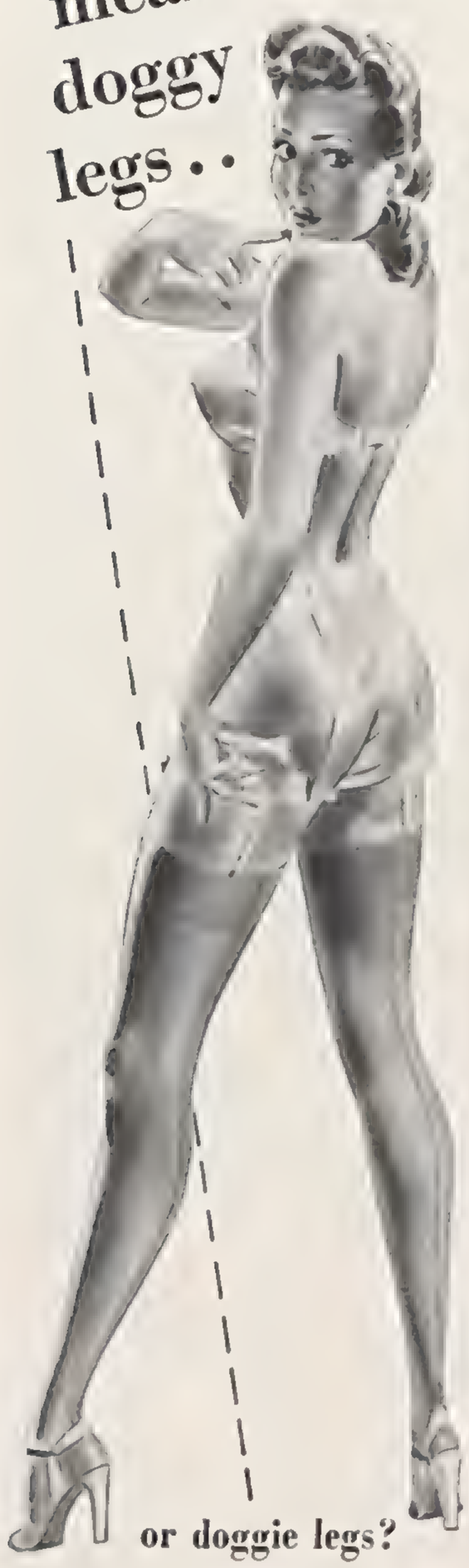


did he mean doggy legs . .



or doggie legs?

If his voice inflection was downward, then look to your legs, lady!

True, there may only be a hair separating his compliment or disapproval; but, if it's there you had better get NEET, today!

This cosmetic cream hair remover will in a few minutes literally wash away unsightly hair from legs, arm pits, and forearms. Leaves the skin smooth, white, and pleasantly scented. No sharp edges or razor stubble when NEET is used. Nor will NEET encourage hair growth. Buy a tube of NEET at your favorite department, drug, or ten cent store.

Better Get neet today

FLIGHT TO GUATEMALA

(Continued from page 61)

and bright, striped shirts, and the costumes we had thought so picturesque in Guatemala City now seemed quite Europeanized.

We spent the night at Lake Atitlán, in the crater of an extinct volcano. There is a charming inn there, called the "Casa Contenta," with a Great Dane and some parrots in the patio, and a grove of flowering coffee-trees all around it. We were the only guests in the hotel that night, so we danced until late in the courtyard to the music of the *marimba* band—a night full of stars and the smell of mimosa and jacaranda.

The next morning, a launch took us to Santiago de Atitlán and San Pedro de la Laguna, two Indian villages on the shores of the Lake. The Santiago market was enchanting. Only women were in the square, all of them in red—red skirts, red blouses, even red ribbons braided in their hair.

In the afternoon, on our way to Chichicastenango, we stopped at Solala, where a big fiesta was going on in the market square. A twenty-five-mile foot race had just ended, and the winner was being acclaimed by the crowd. The band was playing, paper fire balloons were floating through the air, and all that could be seen of the winner was an arm, held high above a sea of straw hats. We bought some straw hats, leather belts, sandals, and saddle-bags and went on to Chichicastenango.

Here we stayed at the Mayan Inn, which is built around a series of courts like a Chinese house in Peiping, has little local colour, but great comfort and delicious food. At the bar, our orders were taken by a nine-year-old Quiche Indian boy, dressed in embroidered blue shorts and jacket, red turban and sandals. We had three words in common—"Scotchandsoda," Martini and Daiquiri.

Thursday and Sunday are the big market-days in Chichicastenango. We were up so early that we reached the square long before the natives arrived from the hills with their heavy burdens, long before the grass mats had been spread on the ground. Only the incense burners were there, kneeling on the white steps of the cathedral. All day they knelt there, waving their censers, until the village air was heavy with perfume. The Indians are devout Roman Catholics, but many of their customs and festivals, such as this, stem from ancient tribal rites. Father Rossbach, who is in charge of the cathedral, lives in one of its old wings. A great authority on Indian folklore and history, he has collected primitive Indian art in jade and stone.

Our last day, we stopped to visit a coffee plantation on our way back to Guatemala City. It was in the hills near Antigua, and, like most good plantations, at an altitude of about four thousand feet. The house was a one-story plaster building, hung with vines and built around a patio full of flowers. The coffee bushes started right outside the walls of the house, growing head high in every direction. Above the bushes, to give them shade, tall, yellow-tufted trees were planted in long, formal allees, straight up to the mountainsides.

The next day, we took off again in the plane for Palm Beach, loaded with hundreds of pounds of Guatemala shirts and shoes, leathers and embroideries. Apart from these purchases and the chartering of the plane, our trip had cost us about thirty-five dollars each. And it was a magnificent trip. Looking back on it, I find that what I remember best about Guatemala is the colour—colour in the clothes, fruits, walls, flowers, trees, and earth. Girls washing crimson dresses in the grey stone tubs of village squares. Children carrying purple orchids. Men laden with terra-cotta pots. Women weaving. It was only a week, but it was worth it.

***coming next*—VOGUE'S CAMERA ISSUE**

TONI FRISSELL TELLS HOW TO PHOTOGRAPH CHILDREN

Toni Frissell, topflight photographer of Young America, shows you how to take successful snapshots of your own small fry. It's one of many features coming in . . .

VOGUE'S CAMERA ISSUE—June 10th

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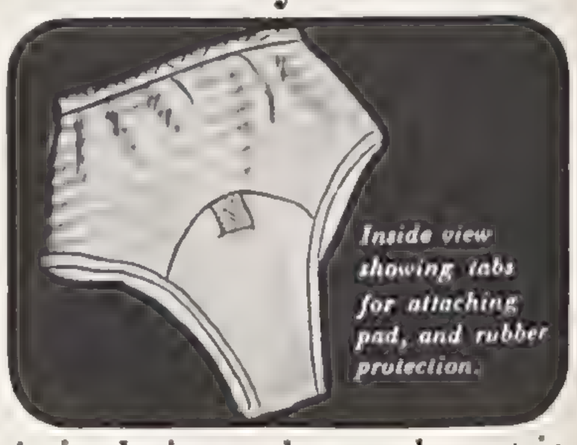

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9105	.60
9108	.50
9112	.50
9113	.75

CROSS CONTINENT BY CAR

(Continued from page 36)

Redskin football here—and you stay on it for one hundred and ninety miles until you're east of Pittsburgh. Now a southwesterly course, via Cincinnati and Louisville and into the greenness and symmetry of the Blue Grass country around Lexington, Kentucky. When I go over this route again I'll want to be taken to the Whitney stock farm and possibly to Mammoth Cave via Bardstown and "My Old Kentucky Home." And at Hodgenville, there's Lincoln's birthplace cabin.

Once at Lexington, I suggest a detour southward and eastward through the Great Smokies. Either that or stay on the route, go down to Nashville by way of the fascinating Kentucky town of Bear Wallow and continue across Tennessee to Memphis and Mississippi. If you should decide on the Smokies and their hairpin turns, you will probably spend an hour or so at the Indian village of Cherokee, North Carolina, where the red man is still governed by medicine-men and tribal chiefs. At Memphis, you'll wander through the Hotel Peabody's lobby to find the AAA office to recheck your route and route numbers. (If Miss Snipes is there, she's your girl. She knows her routes—66, 40, 30, 90, 10, 2—as a football coach knows his signals.)

On to Oklahoma

June is hot, and humid, in the low-lying Mississippi country, so I'd cross the river into the black-loam country of Arkansas. Arkansas...I remember Bert's Café at Lonoke. I remember the speckled trout fried in corn meal at the Hotel Marion, in Little Rock (the Broadway actor from "The Old Maid," at an adjoining table, was having roast crow with shoestring potatoes)—and the hamburgers at Wimpy's place in the village of Ozark.... Westward through the Ozarks and into Oklahoma—an Oklahoma of teeming oil-fields, incredibly astir. Great clusters of towering derricks. Hordes of men; rig-builders, tool-dressers, mule-skinners, roustabouts. Bums, deputies, foremen, sub-foremen, well-operators and would-be operators.... Tulsa, Oklahoma City, and on westward along Route 66—the "Grapes of Wrath" route—into the Panhandle of Texas.

Be prepared to meet a dust-storm at Amarillo. If it doesn't come there, it will come later. From Amarillo, go northwesterly—and you'll probably need your coat—to Raton Pass, New Mexico; to Trinidad, Colorado; go to Pueblo and, at Colorado Springs, stop at one of America's luxury hotels, the Broadmoor. Use your own car in making the long and exciting ascent of Pike's Peak. Go by way of the Garden of the Gods for more wonders. If you feel like seeing a Broadway play, drive the seventy-five miles to Denver and see a New York company at Elitch Gardens. Stop for a drink at the Brown Palace, Denver's best.

To keep moving westward, double back to Raton and take the exciting canyon drive to Taos and Sante Fe, a place with such charm that some motorists sell their cars and decide to stay forever. Not far away is Madrid, a small mining town which is called "Christmas City" because of the remarkable decorations and settings used there every December.

En route to the Painted Desert, get your gas at a stand where the woman attendant whistles "Cheek to Cheek" as she fills your tank. I'll never forget her. Gnarled and shrunken she was, and yet with strong, firm hands and cool, penetrating eyes. She sells gas, Bar-B-Q's, miniature windmills, and cactus candy. She has also a juke box, which is seldom silent, and she will waltz with you. I protested against the twenty-eight cents a gallon. She glared at me steadily and said: "Don't you think it costs money to haul that stuff across the desert?" Then she walked away, whistling "Scatter Brain." A truck driver chuckled and said: "Don't mind her. She means all right. I used to know her back in the Panhandle. We called her Dust Bowl Sadie."

The Petrified Forest and the Grand Canyon are nearby. You must see Boulder Dam, and Las Vegas, Nevada, which still looks like a William S. Hart movie set. There are excellent meals at the Hotel Apache here, and, within a block of the Apache, about as many gambling spots—roulette, dice, bird-cage—as there are bars in New York's Fifty-Second Street. The last time I was in the Apache Bar, a frontiersman sat near me. He wore a sombrero and all the trimmings. He was having a gin buck, and he looked familiar. His name was, and is, Irvin S. Cobb.

In Los Angeles, after you've crossed the Mojave Desert and passed Barstow, take in the studios through the letters you've brought along; and, without fail, dine at Dave Chasen's.

Reno and the National Parks

In going north from Los Angeles, I would take the middle-of-the-state route, via Bakersfield and Fresno. If you like national parks, stop at Yosemite and then continue northward to Carson City and Reno in Nevada. Reno is a wide-open town. At six in the morning, the man with the green eye-shade is still raking in the dice across the green felt, and the roulette-wheel is still spinning.

From Reno, you can cut back to the Pacific, across the High Sierras, to the magnificence of San Francisco. You'll find Market Street and old Telegraph Hill, and cable-cars. The famous Alcazar theatre, where Maude Adams appeared as a child and William A. Brady had early triumphs, still stands. Tourist camps await you on your eastward journey, so, in San Francisco, you'll want to stay at the St. Francis or the Mark Hopkins.

In going northward from the Golden Gate, you reach the superb Oregon Coast highway, U. S. 101. Because I've never had time, I've not yet seen this country's far northwest corner, but on this trip I shall—Portland and Seattle, spectacular dams and gorges; the Bonneville Dam; the Columbia River drive; the new Floating Bridge over Lake Washington. Then turn southeasterly into Idaho and Boise.

Boise, the capital, is on the old Oregon Trail—a great oasis in the sage. From the uplands, in driving to it, it looms invit- (Continued on page 102)

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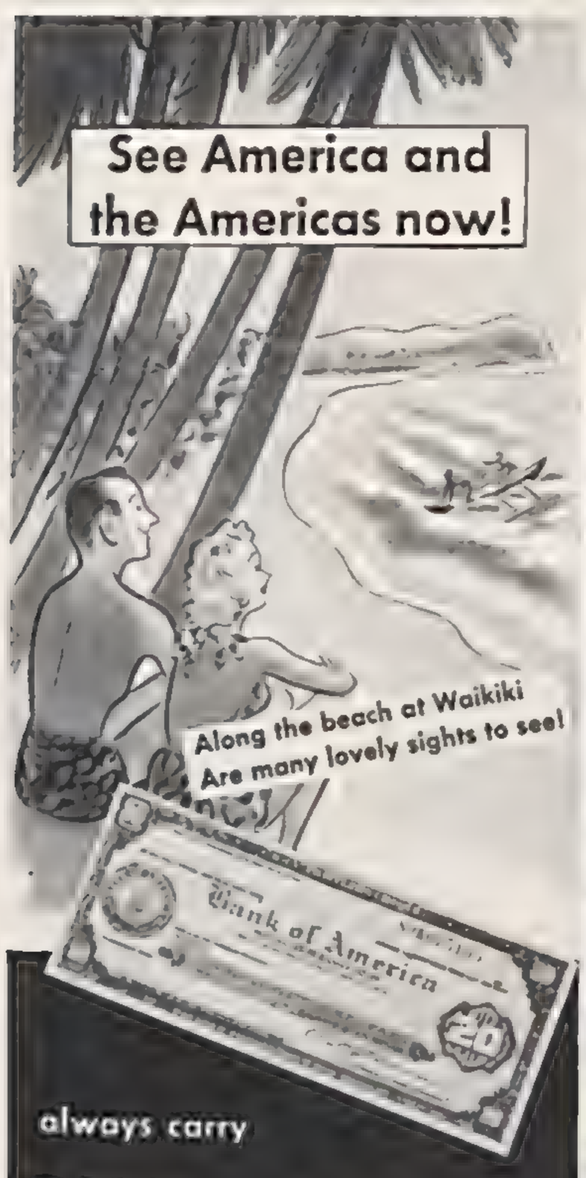

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The BROADMOOR COLORADO SPRINGS, COLORADO

CROSS CONTINENT BY CAR

(Continued from page 101)

ingly green and lush, with the dome of the State House protruding above the canopying tree-tops. Pause in Boise and stay at the Owyhee (in season, they serve bear meat and venison). Look up Leo J. Falk, leading Boise merchant and son of a pioneer. He's a wonderful Idaho guide and likes to take Easterners to Payette lakes for fishing, to tell them of the Primitive Area and of the legends of this frontier state, including those of a small-town lawyer who went from Boise to the United States Senate early in this century and stayed for thirty-odd years. His name was William E. Borah.

Zigzagging to Sun Valley

Now eastbound, still following a more or less zigzag course and piling up mileage. Stop at Sun Valley. Here you will stay at the Challenger Inn (European plan), which is open all year. In Pocatello, you can arrange a big-game hunt for the autumn in the Salmon River country (Yellow Jacket Mountains), where Margaret Perry, young New York actress, has a ranch. (Jay Fassett, another Broadway player, has one at Ketchum, near Sun Valley.) From Sun Valley, en route to Wyoming's Jackson Hole, the beautiful Teton peaks and Yellowstone Park, you traverse the arid Idaho country known as the Craters of the Moon.

I've driven several times across the middle of America, along routes 30 and 40, but never on the northern highways, such as 2 (the northernmost), 10 and 14. For this trip, I suggest 14 eastward from Yellowstone, via Cody, Wyoming—a cowboy town if there ever was one—and into the Black Hills of South Dakota via Deadwood. Here is a region ever reminiscent of bad men, gun play, Wild Bill Hickock, and the lightnin' draw. Proceed eastward—still on No. 14—via Rapid City to the Bad Lands national monument below Cottonwood.

The same highway takes you to Pierre, South Dakota's capital, and the approximate centre of the continent of North America. Then on to the Twin Cities, Minneapolis and Saint Paul, via Sleepy Eye, Minnesota (population three thousand and named for an Indian), and on to Milwaukee. Go on a side-trip from Milwaukee to Waukesha, Wisconsin, and visit the village of Genesee Depot, where Alfred Lunt and Lynn Fontanne have their beautiful summer home.

You're getting East. Your month is nearly up, and the original $700 budget is nearing its end. This is the time for a run of $2 tourist-cabin stops. When you reach Chicago, even if you don't stay at the Ambassador East, dine at the Ambassador's Pump Room. And, if you have time, make a detour southward to Brook, Indiana, to see George Ade's two-thousand-one-hundred-acre estate, which he calls his "farm." Neighbours and strangers seem to wander at will over his acreage.

The next stage of your journey is a boat ride across Lake Erie. You leave Detroit at 5:30 P. M. and arrive in Buffalo the next morning at 8:30. The one-way fare per passenger is $5.50. The car costs $6; an outside double stateroom, $3.50. You can see Niagara Falls—(I haven't yet) before starting eastward along Lake Ontario, past the Thousand Islands, through the Adirondacks, ending in a big sweep across New England to the Atlantic. The sweep ends at Bangor, Maine, and then you turn south on the famous U. S. 1, following the shore-line. You might stop over at Skowhegan, Maine (inland a bit), to see a play done by the Lakewood Players—all from Broadway. If you still like mountains, you can go by way of the White, the Green, and the Berkshires, reentering New York from the north.

There's your America. There's your motor trip for the summer of 1941. Cost for gas and servicing of your car—upward of $250. (You'll pay eleven cents a gallon in the District of Columbia, and from twenty-four to twenty-eight cents the other side of the Mississippi.) Cost for food, lodging, and entertainment—anything you want to spend. Probably about $450 more. Mileage—approximately ten thousand miles. You will have missed the Skyline Drive of Virginia on this trip. Also the Shenandoah Valley. And you won't see Kitty Hawk, North Carolina, or the Gulf Riviera or the Great Texas interior or the Minnesota lake country, but you will have seen plenty of the U. S. A. Save up the rest for another trip and another summer. There will be, we hope, a summer of 1942.

BUITONI

GLUTEN SPAGHETTI

"more gluten—less starch"

It's non-fattening, lighter and tastier

Try with BUITONI HOMESTYLE SAUCE *It's so delicious*

THE WORLD'S OLDEST SPAGHETTI BRAND

Available in all leading grocery stores.
For further information and leaflet write:

BUITONI PRODUCTS, Inc. 99 Hudson Street, New York

MAKE UP

(Continued from page 59)

have powder, lipstick, rouge, and mascara, all thoroughly water-proof.

If your inhibitions are less strong, you can rely on almost any good coloured sun-tan cream (one with an oily base) to carry you through the water with a reasonably made-up look. When you come out, remember not to rub your face dry; blot it, preferably with facial tissues. If you have curly eyelashes that require assistance, oil them well before you go swimming, and they'll hold their curl better.

Plights Five and Six: Red Hair, Grey Hair. If your hair is red, your skin tender, and your freckle crop multitudinous, you still can tan if you like...and what's more, it will be amazingly becoming. You'll have to go slowly, of course, and don't hesitate to use all the help that modern cosmetics can give you. Begin, if possible, by sun-lamp treatments. Your first few times out in the sun, cover yourself with a cream through which only some of the sun can penetrate, one which will only let you tan a little. Later, you can graduate to a tan-encouraging lotion.

Strangely enough, and pleasantly enough, your freckles will seem to fade as the skin around them darkens. Use a darkish-coloured foundation cream to blend out those non-tanned areas around your eyes and ears.

Wear as dark a powder as you like over your tan—the darker you make your face, the better it will contrast with your hair. If your brows and lashes should then seem too light, touch them up with brown water-proof mascara. And use, liberally, an orange-red lipstick with overtones of brown in it.

Grey Hair. A glowing tan is startlingly effective with grey hair. If yours is on the steel-grey side, accent your tan with a dark foundation cream that has a slightly reddish tone. (Don't experiment with peach shades; they're not nearly so pretty on you.) Use blue eye shadow and a rather dark lipstick.

Plight Seven: Motoring. Make-up is less a question of vanity than of protection when you're motoring...especially in an open car. Even if you're not afraid of sunburn, you have to be careful about windburn. Always use a sun-proof lotion on top of your regular foundation; then powder over it. And do cream and protect your neck.

When you stop for lunch, clean your face thoroughly if you can, for dust and grime are very hard on your skin. Afterwards put on whole fresh make-up. Remember to put eye cream around your eyes; it will keep the skin from becoming dry, and it will make your eyes look luminous behind your sun-glasses. And try one of those special lipsticks that filter out the burning rays of the sun and really prevent chapping and blisters. You can have them either with colour or without, to put right over your favourite lipstick.

• For more definite information about the foregoing products, write Vogue.

Country Club

HABITMAKER

with

'Free Action Sleeves'

Nice for lunch on the terrace . . . easy to get in and out of should you want to swim . . . ready for any game because it has "Free Action Sleeves." Contrasting stitching defines the details of this immaculately tailored dress. The pleats, of course, go all 'round. In Oxford crepe of Celanese* rayon and silk. In White, Conga Brown, Blue White, Blush White. $29.95

*Reg. U. S. Pat. Off.

For booklet of Habitmaker styles and names of stores featuring them, write ADLER & ADLER, Inc., 550 Seventh Ave., N. Y. C., Dept. V-2

VOGUE COVERS THE TOWN

By the sea

If your travels are taking you New Yorkwards, and you feel like prowling by night, here are some places to try.

Féfé Ferry's Monte Carlo Beach opens sometime in June at 47 East Fifty-Fourth Street, right next-door to Féfé's Monte Carlo. This will undoubtedly be the fun spot of the summer. (Open day and night —from eleven A. M. to four A. M.)

Decorated by Franklin Hughes, it will be done in sharp blues and shrieking yellows, with great clumps of green plants all about. The place will have an outdoor feeling, a sitting-on-the-beach effect. You'll sit on straw furniture under a huge yellow-and-white canopy, which, by day at lunch and cocktail time, will protect you from the hot rays of a phony sun.

And at night when the sun goes down, here is one beach that guarantees you moonlight every night —the same canopy protects you from moon madness. This is the first night (and day) club, incidentally, that recognizes the need of different lighting for day and night flattery.

There'll be dancing on the "beach" and all kinds of casual entertainment—in fact, this will be about the gayest, hard-to-find-a-table-in spot in town. Even Jones Beach should feel the effects of its air-conditioned competitor, the Monte Carlo Beach.

Chanteur

Jean Sablon (perhaps you knew him from the lovely gay days in Paris) is packing them in at the Versailles, 151 East Fiftieth Street. He has the true heart-thumper technique, and a gay, no-mikes-needed way of singing. Two of his best songs are the well-known *"J'Attendrai"* and *"Le Fiacre,"* the last very 1900 vintage, gestures and all.

There's another song, however, called *"Comment t'oublier."* Sung against the background of those almost too graphic photo-murals of Versailles, it usually brings a strange remembering silence to the room.

Pal Joey's own

"The Cloop," at 59 West Fifty-Second Street, is a long, narrow *boîte* completely wrapped—from floor to ceiling—in gay red-and-white stripes. It's run by Margot and Cy, one of the town's newest piano teams, who belabour two pianos, furnish the only fixed entertainment on the program. (In the past, they've only played together at parties, both working on the same piano. This, they decided, was much too confining, for they practically knocked each other out in the attempt.)

This is a professionals' night-club—the musical-comedy world makes its headquarters here. If you stay up late enough (the place only opens at eleven-thirty; sometimes doesn't close till six A. M.), you are more than likely to see Ethel Merman get up and sing, or hear Vernon Duke play his piano fugue. However, if you hit a quiet evening and none of these extra-curricular activities take place, there are still Margot and Cy.

P. S. The name "The Cloop" was lifted from "Pal Joey"—what he lifted it from we don't know.

Pre-theatre

The Mascotte, at 19 East Sixtieth Street, is a calm, cool, and collected restaurant that solves the dining-before-theatre problem in a most unruffled fashion. It has no special menu, but it always has a few dishes—perfect for those eat-and-run evenings.

For instance, you can always get the *Potage Mascotte*, a mixture of pea soup and green turtle soup (it's known elsewhere as *Boula Gratinée*, but the Mascotte claims to have invented it); and there's always chicken casserole simmering on the fire. For dessert, try the fresh figs (they're in season now) completely inundated by Cointreau.

We put all this to the test and, without any rush or sense of rushing, were through and on our way in a half-hour.

"Flaneur"

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Resumé of Summer Fashion

Seaside "Naturals"

NOTHING gives a woman more satisfaction than the conviction that her costume blends perfectly with its setting. The coloured illustrations on pages 41-44 prove better than any words could, how beautifully this can be accomplished by wearing the soft "sand-beige" shades at the seashore. Use these pages to help sell your beachwear "naturals", and plan a window display showing them against the same background. Cover the floor with fine sand, and scatter huge, decorative seashells and corals over it. Dress your mannequins in different "natural" shades—in bathing-suits, play clothes, slacks and dinner dresses. Have some all in beige, some in beige touched with white, some with accents of bright colour. Play up the new use of sand, instead of white, with red and blue. And use the quotation, "Vogue Says, 'Pale, creamy shades are becoming to fair or golden skins; dark or tawny hair.'" By underlining this universally becoming aspect of the sand shades, you can carry them over to your other departments too.

Penguin Black and White

FOR an attention-getting window or beach shop display, take the quotation, "Vogue says, 'On the beach this year is black combined, as in a penguin, with white.'" and play it up to its fullest extent. Base your display on page 75, and have it all in black and white. On white walls paint black and white penguins, and have as many stuffed versions as possible of these ingratiating animals. Between them put your mannequins in black bathing-suits and beach shoes with white caps and terrycloth robes. You might add a few black and white blazer-and-slacks or shirt-and-shorts combinations (like the ones on page 75), but spotlight the bathing-suits especially. Sell them by stressing the wonderful way they emphasize either tanned or white skin, and the sleek appearance black satin gives when wet. Have some bathing-suits that are black trimmed with white, and keep your beach accessories in the same colour scheme. Use black for a very special sports-wear accent, with the quotation, "Vogue Says, 'Try black on the beach, and watch people sit up and look.'"

Travel Companions

SIMPLE, classic styles—jackets that can be worn for everything from sports to evening; two-piece suits of crease-resistant linen, or some such material; casual top-coats; long pull-overs and skirts; smallish, tight-fitting hats or turbans—these make the best travel companions. Pages 34-35, 38-39 and 78-79 present some of these clothes and suggest specific uses for which they are best suited. Study these pages, and compare the models shown with the models that you have in stock. Then prepare a travel display featuring these clothes with your new luggage. Point it up with quotations like these: "Vogue says, 'For miles on the open road, take along a cashmere top-coat,' 'For travelling—remember shantung's eternal freshness,' 'If you want to travel light, begin with an accommodating jacket.'" Differentiate between the clothes for a long country trip, and those for a town-to-town tour. You will find this type of presentation especially popular now, when every woman, whether or not she is planning a trip, is beginning to feel vacation-minded.

The Tapered Line

CASTING a prophetic eye ahead toward the autumn fashion picture, Vogue previews the coming trend on pages 46-49, and presents the "Tapered Silhouette." Graceful and romantic, full above the waist and tapering to narrowness below, this silhouette is characterized by Vogue as one "to wear and watch." Let your store be the first to feature this new idea, and show it now in dinner and afternoon dresses, with long and short skirts. Put tapering dresses in your windows with the words, "Vogue says, 'The tapering silhouette—you may wear it now, you certainly will by next autumn.'" Have your salespeople show these dresses as the latest high fashion, "new—because they are tapering." Show some with knee-slits, some less extreme, some blouses and skirts, some dresses. To sell the pleated versions which are particularly becoming to the older woman, use the quotation, "Vogue says, 'You can achieve tapered lines via pleats.'" Combine the full-sleeved blouses which you have in stock with the new, narrow skirts, and show how, in this way, they change character.

Autumn costume and accessory colours

This season will prove
the fashion emphasis on colour and on colourful contrasts

Browns—in a huge range from beige through taupe, saddle, spice, amber shades, to dark tones

Accessories to browns—include the whole beige-to-brown gamut.
New! Parchment-coloured shoes and gloves (wonderful with naturals).
Beige shoes are a country-bound fashion.
Tans, rust, cocoa, pastel and dark browns—for town or city.
Dark brown looks new for very formal brown town costumes.
Contrast accessories: red, cordovan, green, black.

Reds—important in all varieties: in flame, scarlet, garnet and plum colours

Accessories to reds—come in a range of reds to match costumes.
Red shoes are smart for town or country wear—
in a variety of colours and leathers.
For contrast: use brown or black or navy or parchment;
or, rather specially, a dark olive green with a light flame red.
Match plums and garnets exactly, costume to accessory.

Greens—there's a renaissance of spruce and olive greens, but the moss and greyed tones continue

Accessories to greens—star a new, dark olive green,
being used for tailored and sport shoes, in a limited, smart way.
Dark plum (especially in alligator) is good with all greens.
The wide range in brown accessories dovetails with
the wide range in green costume colours.
A note of garnet or true red, strikes a chord with green.

Blues—navy comes into its own as a high-fashion autumn colour. Many medium-grey-blues

Accessories to blues—Autumn navy can be subtly
or brightly contrasted.
It is suave with black or taupe-brown accessories.
It is brightened effectively by red, green, plum or rust.
It takes on character worn with popular russet or cordovan leathers.
With grey blues, show the greyed browns.

Grey—a smart classic for sports. There will be a little, chic use of lush, deep velvet-grey

Accessories to greys—The sporting greys: covert, flannel, gabardine,
are smart with polished russet or cordovan leathers;
with red or green or navy or matching grey sports shoes;
with dark browns.
The formal taupe or eel greys require a precise match, or black.

Bright Colours—grass greens, neon reds, purple, sharp blues, gold for sports, for evening

Accessories to bright colours—often match exactly,
often contrast bravely, as colour becomes more of a fashion factor.
Sharp contrasts are naturally better for the country, in autumn.
And in town, bright costume colours will be muted
by black, by beige, or by brown accessories.
Or by dark shades of contrasting colours.

How to stimulate stocking sales

Increased silk stocking sales mean increased business throughout your hosiery department

COLOURED STOCKINGS ON JUNE 1 COVER

MAINTAINING or increasing this year's stocking volume presents a unique challenge to stores. Nylon has met with an enormous success, but the supply will be limited for another year at least. This means that the difference between good and bad business is still determined by the number of silk stockings sold at the regular price. To see how this problem was being met, we wrote to buyers and manufacturers, asking for a list of stores doing an outstanding job in promoting silk. From their information we reached the following conclusions: you cannot sell silk if your department is out of nylon. You *can* sell silk by pointing out its great elasticity, dullness, absorbency and particular style features, such as colour and construction.

Pliability, the alive, clinging quality which silk stockings possess, can be played up if the customer's legs in any way vary from the average. Silk has an excellent adaptability in fit, and size.

Dullness is a selling point for a girl with plump legs who dislikes the highlighting effect of nylon.

Absorbency is an important factor in the south, west, and, during the summer, all over the country. Silk stockings are the answer to "burning feet".

Style features, because of the limited supply of nylon, have not yet been widely developed in this yarn. Most stretch tops, individualized proportions and non-runs belong exclusively to silk. Emphasize this to a woman who has become accustomed to one of these features.

GAY COUNTRY STOCKINGS—SEE PAGE 57

Colour is the single most important selling help. Dramatized sufficiently it might make silk outsell even an unlimited supply of nylon. Now is the time to use every bit of colour help the manufacturers prepare. Take one style colour, and play it up to its fullest extent. Plan a window display around it, using its name. Put it on counter cards, and elevator cards. Have your ready-to-wear departments underline its adaptability to the colours they are showing. To be really successful, we believe stores should concentrate on one colour at a time. Treat it as you would any accessory colour: coordinate it with gloves, hats and bags, and promote it for at least a month so that your customers become thoroughly conscious of it.

Lord and Taylor recently put black stockings on the mannequins in all their Fifth Avenue windows. This is a promotion idea for your store too. And the coloured stockings shown on the cover and page 57 of this issue can be used profitably by any store to stimulate business. We do not believe that bright coloured stockings are going to sell in great quantities. But they are a high fashion that can be sold to certain customers to wear with special costumes for special occasions. And if smart women in your city wear coloured stockings, it will arouse enough interest to bring new customers into your store. Used as a window background, these pages will inevitably bring women into your stocking department.

With short skirts continuing, stockings are an important part of a costume, and coloured stockings should have a good effect on your autumn sales. We talked of stocking colours as part of the colour accessory picture even when they varied very little from season to season. You may find that by autumn women are ready, and even eager, to accept unusual colours. We think that off-black, off-brown, grey-blue and light-grey may have their place in volume sales; that properly promoted individual colours will make women colour-conscious rather than fiber-conscious; that for the first time they will buy stockings for colour alone.

One merchandise manager reported, "We offered salespeople 5c per pair for every pair of silk sold, and expected their 'utmost cooperation.' From a low of 14.6% silk sales in the previous month, the balance swung to 58% silk in August, one of the small volume months of the year. It was a revelation to find out what we had been losing. I might add that the allotment of nylons were still sold with no extra remuneration to the salespeople. We had shown the buyer and salespeople what could be done with silk, and requested that this same line of attack be continued without the spur of 5c per pair of silk. In December, 1940, with an unlimited supply of nylons, our averages were 52.9% silk, and 47.1% nylon. For one year, from April 1, 1940 to April 1, 1941, our average has been over 50.9% silk, in spite of the fact that we have had an unlimited supply of nylons for the last six months. We obtained this unlimited supply because we had not neglected our silk potentialities, and were in a position to buy all the nylon we needed on any percentage basis."

There is a tremendous market for silk that every store can cultivate. But it needs cultivation. It has already been proven that nylon sales can take care of themselves. But there are still hundreds of thousands of dollars of silk business to be developed by the proper merchandising, for successful stocking business.

New British sportswear fashions

These clothes are only a few of a large collection photographed in British Vogue's Export Supplement

QUESTION: How can you get a source list on these clothes?

ANSWER: From the "Who's Who" section of British Vogue's Sportswear Supplement. If you have not already received a copy from England, write Vogue Merchandising Service, 420 Lexington Ave., New York City.

QUESTION: What is this supplement?

ANSWER: A special supplement, issued by British Vogue this April, mailed from London to North and South American buyers (South American editions captioned in Spanish), to give them full information on how to obtain British sportswear.

QUESTION: Is this the only supplement?

ANSWER: No, supplements appear every two months, each dealing with a different classification of British goods.

QUESTION: What other supplements are there, and with what do they deal?

ANSWER: The Beauty and Corsetry Supplement, published in February, included perfumes, cosmetics, corsets, toilet goods. In June there will be one on light-weight fabrics for the January 1942 resort market.

QUESTION: What do the supplements do for you and your store?

ANSWER: They put you in direct touch with British manufacturers exporting to America.

QUESTION: What do the supplements do for Great Britain?

ANSWER: They help maintain the constant flow of exports to this hemisphere, so essential to Britain's war effort.

QUESTION: Is it worthwhile to import British goods at this time?

ANSWER: Very definitely. Stores stocking British quality goods have found them excellent selling goods. In many fields Great Britain has never been surpassed, and American customers have come to demand British-made merchandise.

QUESTION: Is it certain that goods ordered from Great Britain will be delivered?

ANSWER: Stocks divided all over the British Isles assure the continuity of supplies, and make it impossible for enemy action to hold up deliveries seriously.

For further information or additional copies of the beauty or sportswear supplements, write Vogue Merchandising Service, 420 Lexington Avenue, New York City.

All-occasion tweed suit with the new collarless long jacket, narrow belt and pleated skirt. Designed by Mr. Wallace of Spectator Sports, London. Felt sports hat from Scotts', and the shooting stick from Henry Howell. Worn by Mrs. Fulke Walwyn.

Jacket-dress. Tweed jacket striped in pale green and mutiny pink; dress with collar, short sleeves, and bodice-back of matching pink jersey. By Dorville. Suède pumps in navy-blue from Joyce (California); bag from Finnegan's.

Windcheater of Botany wool with saddle shoulder, swing-free arm-hole, Lastex cuffs and welt; from Allen Solly. Glen-Har plaid tweed skirt. High-tongued shoes from Hutton Shoe Co. of Northampton. Canvas golf bag from Spaulding.

Knitted suit from Debenham, Ltd., with duck egg blue jacket, dark skirt. Wool lace-stitch stockings from Munro & Co., Edinburgh; shoes with yellow thongs from Wm. Green & Sons; wool scarf from Hugh Parsons; bag from Lillywhites.

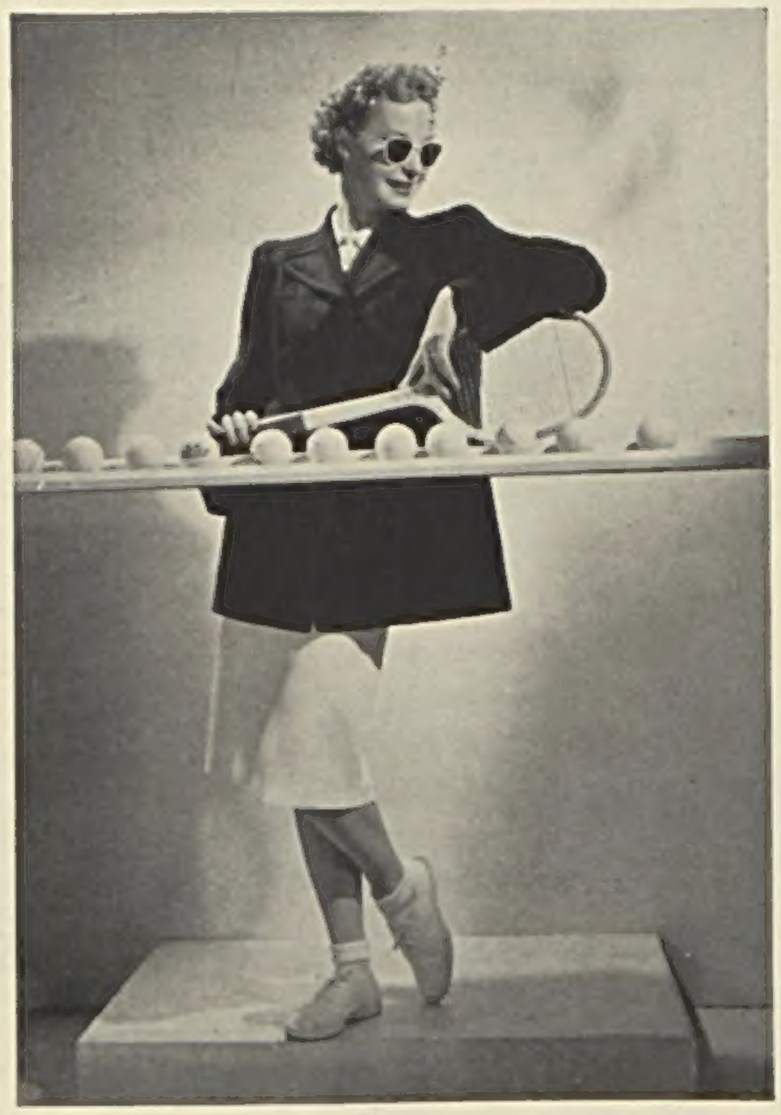
available to the Americas

Tweed suit by Matita, with double-breasted jacket of pink, blue, brown shadow check, faced with pueblo brown to match straight skirt. Sports Hamburg from Thaarup; square-toed, box calf shoes from Lotus; bag from the Anglo French Bag Co., Ltd.

Loose coat of Cheviot tweed over suit of the same material. Both from Chester Barrie. Thaarup's new, quilled crown hat; Oxfords from Marlow; soft, tan calf bag with suède lining from Cartner, Ltd.; hand-sewn English-made saddle from Parker's.

Golf outfit, complete with golf bag and clubs, all from Lillywhites. Check skirt—brown on white—worn with hand-knitted Botany wool sweater with contrasting yoke. Brown felt hat, golf gloves and tan soft leather sport shoes.

Daks suit in vari-coloured check suiting. From Simpson's. Shown here with cotton, "little-boy" shirt. Worn with tailored skirt in the same check, instead of slacks, this serves double duty as an attractive town suit. Sea serpent from Hamley's.



Navy swing blazer—a Dereta model in fine wool, from D. Ritter, Ltd. Loose-fitting box style, easy to slip into, and perfect for wear over a tennis dress or sweater and skirt. The racket—Lillywhites' "Spitfire" model. Sun glasses from E. B. Meyrowitz.

Flannel shorts, beautifully tailored, for tennis or country wear. By Phillips, Ltd. Worn with woven wool shirt, contrasting pullover of Botany wool and wool socks—all three of these from Allen Solly. The tennis shoes are from Dunlop.

Vacation Fashion Pointers

These Quotations on Free Cards

Write Vogue Merchandising Service, 420 Lexington Avenue

VOGUE SAYS:

"For summer —a natural-coloured hat."

VOGUE SAYS:

"Try black on the beach."

VOGUE SAYS:

"Green-and-white —cooling thought for any country holiday."

VOGUE SAYS:

"For travelling— remember shantung's eternal freshness."

These Quotations for Your Own Use

Put them on your own cards, and use them in advertising

COLOUR

Vogue says:
"Fresh variation on red, white and blue—red, sand and blue."

Vogue says:
"A natural anywhere near the sea —the new, soft sand-beige."

Vogue says:
"Seaside natural—sand beige and foam white."

Vogue says:
"Mix sand shades with colour."

Vogue says:
"Naturals look cool and go with everything."

Vogue says:
"Striking combination — creamy-white suit with cave-black blouse."

Vogue says:
"Green is a fine traveller, unmindful of dust."

Vogue says:
"Cool as midnight—black crêpe."

Vogue says:
"Have a linen suit in the new Skylark colours."

Vogue says:
"Try jacket and slacks of grey, with a red shirt."

READY-TO-WEAR

Vogue says:
"If you want to travel light, begin with a jacket that can go anywhere."

Vogue says:
"Wear-with-all box coat—this year's companion to everything from slacks to evening dress."

Vogue says:
"Go in for sun-tanning in overalls cut high in front."

Vogue says:
"The tapered silhouette—romantic long sleeves, bloused waist, skirt tapering to narrowness."

Vogue says:
"For a tennis dress—uncluttered neck-line, above-knee skirt."

Vogue says:
"Leave it to linen to keep you looking urbane in town."

Vogue says:
"Have a three piece play suit in a bright cotton print."

Vogue says:
"A dress-and-jacket costume for summer will do for any city appointment."

Vogue says:
"For miles on the open road, wear a new, long pull-over, shantung skirt."

Vogue says:
"Classic shirt-waist dress—no summer would be complete without one."

ACCESSORIES, MILLINERY

Vogue says:
"Coloured stockings—bright and shocking."

Vogue says:
"Have a summer hat that shades your face coolly."

Vogue says:
"A firm-fitting, smallish hat is best for travelling."

Vogue says:
"A close-wound turban keeps dust and wind out of your hair."

Vogue says:
"With your summer town suit sometimes wear a decorative necklace instead of clips."

Vogue says:
"For your elbow-sleeved dresses you'll want longish gloves."

Vogue says:
"Brown accessories citify a white linen suit."

Vogue says:
"For a grey, brown or white lapel —enamelled clips."

Vogue says:
"To wear with browns and greys— bright yellow beads and a bright yellow bracelet."

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June 1, 1941

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Sing the Song of Skylark – Life is full of fun

Breathlessly new, this blithesome fragrance is distilled from the sorcery of flowers. If its subtle persuasion puts your glamour in high . . . and quickens the pulse of romance . . . don't blame *him;* blame *Skylark!*

Perfume, $1.50 and $3.75 . . . Bath Powder, $1.00 . . .
Talcum, 50c . . . Face Powder, $1.00 . . . Soap, 35c and 50c.
Bath Bubbles, $1.00 . . . Lilting Fragrance, $1.00 . . .

barbara gould New York

Introduced by B. Altman & Co., Fifth Avenue, New York

● *Actual color photograph—Reuben Smothers shows a visitor a fine, light tobacco leaf, before aging.*

"This lighter leaf costs a pretty penny!"

"Luckies pay higher prices to get lighter, milder leaf like this!" says Reuben Smothers, tobacco auctioneer of Reidsville, N. C.

"As a tobacco auctioneer, I see who buys what tobacco and how much they pay . . . so when I tell you Luckies pay higher prices to get the lighter, milder leaf—I know what I'm talking about. And say, I've smoked Luckies myself for 7 years!"

Yes, most independent tobacco experts—auctioneers, buyers and warehousemen—smoke Luckies. These men know that in buying tobacco, you get what you pay for... and they see Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. Why not smoke the smoke tobacco experts smoke? Ask for Lucky Strike!

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WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1

CN00029553